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WEEK 1 - SALES



If you have enjoyed our most recent video uploads, we are including some hints, tips and links for you to follow and further your knowledge:

TOP TIPS!

- Build and grow relationships - get yourself a good reputation as reliable and consistent
- Think long term - some sales relationships and partnerships can take a while to build. Be patient!
- Ensure you understand what is expected of you. Are you aware of any KPI's or targets you have to hit? (See Jargon below for KPI explanation)
- Learn to listen! Listening to your customers needs and wants are essential - practising 'Active Listening' (see below) can help
- Work smarter not harder! - Sometimes you can ease your workload but increase your output by ensuring you organise yourself and take time in the first instance to understand the clients needs

JARGON!

1. B2C - Business to Customer (or Consumer) - when you are selling to the person that will ultimately use the item
2. B2B - Business to Business - when you sell or 'wholesale' to businesses who will then sell on to a customer/consumer
3. KPI - Key Performance Indicators are key indicators of progress toward an intended result. You may be required to 'hit' certain KPI's at certain points in time
4. FAB - An acronym for 'features, advantages, and benefits'
Sales people can use this three-part structure to communicate the value of their product or service, by defining its characteristics (features), the positive attributes of those features (advantages), and how the product would enhance the customer's life or reduce pain points (benefits).

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THINGS TO CONSIDER:

Is sales right for you? The environment can be quite fast paced, target oriented and driven. Make sure you are comfortable with the way sales of any company you are considering working with suits you?

Consider your career development. Is this an area you can see yourself progressing in, what route would you like to take to get you to your ultimate career goal?

TRAINING LINKS:

In any sales role, your job can become a little easier and you can feel more comfortable if you have some good solid training to support you.

The following links are industry specific (coffee) and also more general (sales) and may give you some more skills to apply to your role, or to add to your CV.

Coffee Training

<https://londonschoolofcoffee.com/collections/all>

<https://www.caffeinaconsulting.com/sca-training.html>

Active Listening

<https://www.mindtools.com/CommSkill/ActiveListening.htm>

Sales Training

<https://www.ismeducation.com/index.html>

<https://www.idl.co.uk/sales-training/>