



Darwin
DARWIN PLATFORM
GROUP OF COMPANIES
THE VISIONARIES

KUTUMBAKAM

DARWIN KUTUMBAKAM

SALES & MARKETING

www.darwinpgc.com

Column #1	Column #2
246.35	11.18
12.98	12.98
783.47	783.47
954.21	954.21
65.14	65.14
78.95	78.95
971.12	971.12
94.17	9411.11



Dear DP Family Members,

Today our company is positioned to lead as we enter the era of hybrid digital platforms. As I write to you, the world is still experiencing disruption as a result of the global pandemic. What we have witnessed over the past year is an acceleration of digital transformation. Every company in every industry wants to build a much stronger digital foundation to fundamentally change the way its business works. There is no going back. In the next two to three years, we expect to see the digital transformation at a rate that, utilizes all kinds of platforms.

The pandemic was a major wake-up for all of us and as an organization, we stood up to face up to the challenge. That despite all the hurdles which the lockdown possessed, We all as a team left no stone unturned to work from the office and sustain the pace of business continuity as if it was any other day.

Ajay Harinath Singh

Chairman cum Managing Director

Darwin Platform Group of Companies



Dear Colleagues,

I sincerely request you all to participate wholeheartedly in the making of our next series of newsletters starting from October 10. Please put your mind together to write on various subjects, areas of business, events that took place in our organization to make the newsletter the most happening thing at Darwin Platform Group.

Perhaps the most profound and exciting change our clients are experiencing is the adoption of new business models based on digital technologies that are building and creating Newsletters. I hear by request to all senior managers to come forward and contribute meaningfully to make the DP newsletter a very successful platform for sharing company-wide information to both of our internal as well as external ways.

Sundeeep R Singh

Group Vice-Chairman

Darwin Platform Group of Companies

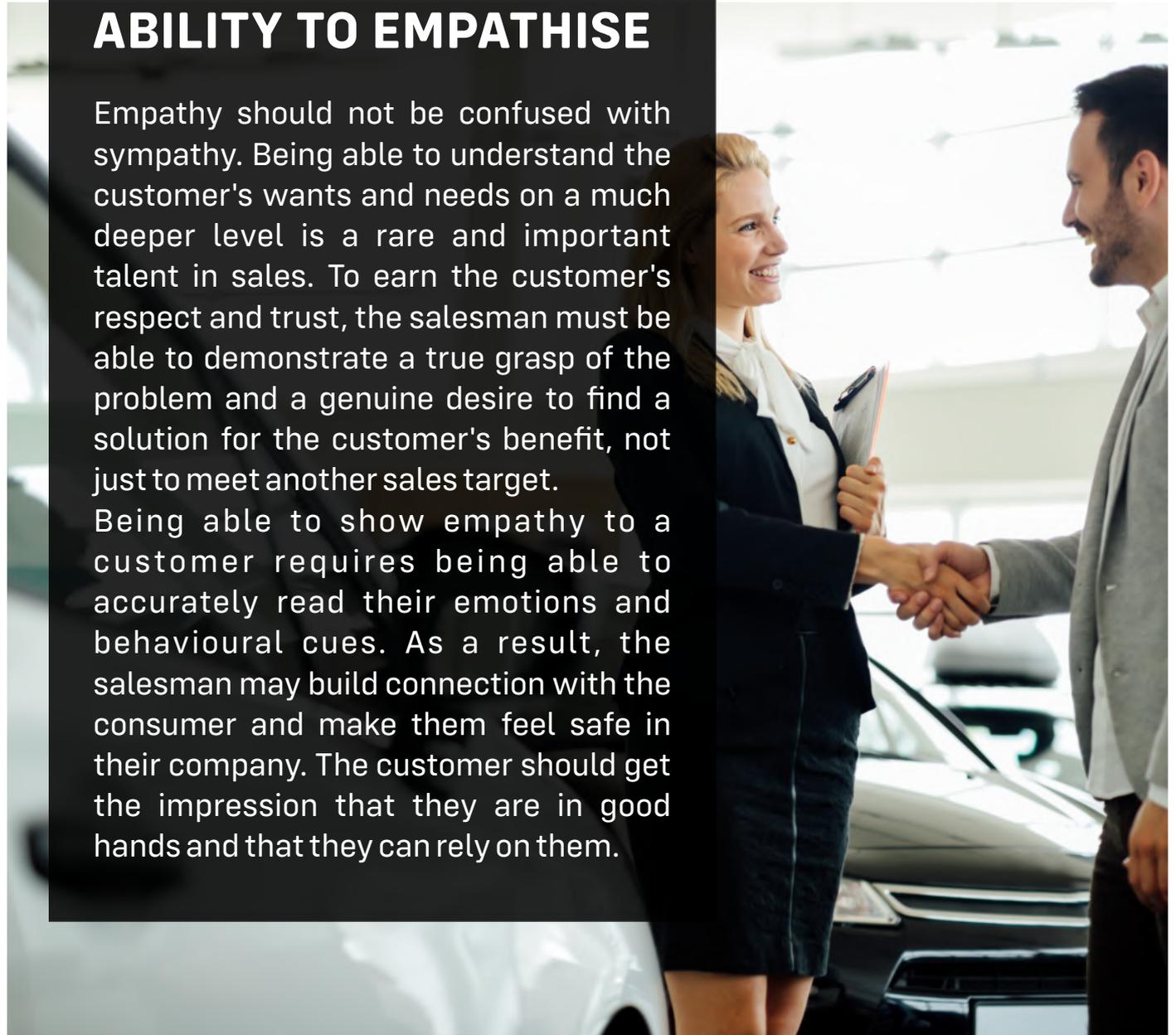
4 CHARACTERISTICS OF A SUCCESSFUL SALESPERSON

Recruiting great salespeople is a surprisingly difficult task, considering how popular and attractive sales roles can be. Why? Because great salespeople have a sought after mix of characteristics that contribute to their natural success in the role.

ABILITY TO EMPATHISE

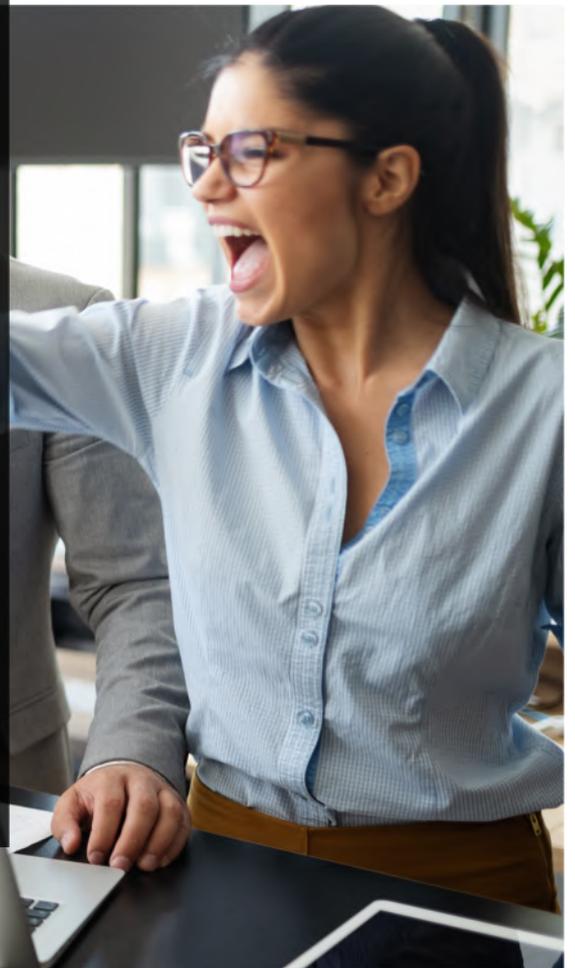
Empathy should not be confused with sympathy. Being able to understand the customer's wants and needs on a much deeper level is a rare and important talent in sales. To earn the customer's respect and trust, the salesman must be able to demonstrate a true grasp of the problem and a genuine desire to find a solution for the customer's benefit, not just to meet another sales target.

Being able to show empathy to a customer requires being able to accurately read their emotions and behavioural cues. As a result, the salesman may build connection with the consumer and make them feel safe in their company. The customer should get the impression that they are in good hands and that they can rely on them.



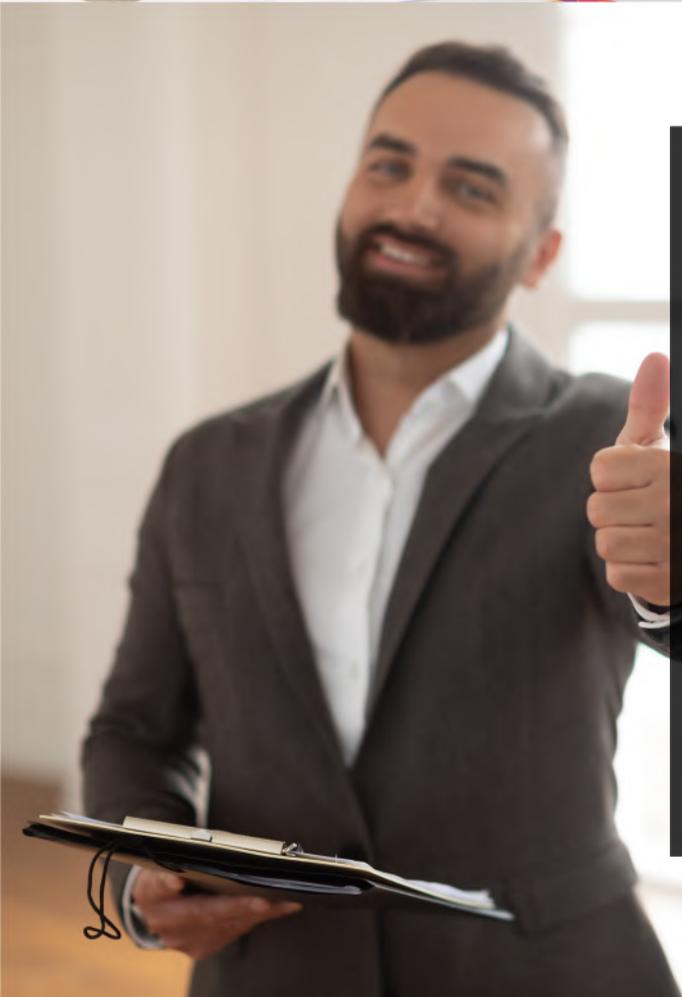
GOAL-DRIVEN

A goal-oriented individual is an excellent salesperson because they are focused on the task at hand and can self-motivate. They are usually quite good at organising and prioritising tasks in order to achieve their objectives. A great salesperson must be able to balance a driven mentality with the ability to empathise with customers. If they are overly motivated, they may overlook the customer's true needs in order to achieve their goal. They may lose opportunities to achieve goals and fall behind if they are not motivated enough.



RESPONSIBLE

A responsible person is an excellent salesperson because they accept responsibility for both their successes and failures. They don't shift blame in difficult situations; instead, they own up to their mistakes and are motivated to act in any situation where action is required.



PERSISTENT

Another attribute of a great salesperson is the ability to be persistent to a degree while yet knowing when to back down. In sales, achieving goals is always an uphill battle, and it requires a persistent person to keep pushing through setbacks.

A tenacious salesperson does not take the rejection of a customer personally or as a failure. It's not a judgement on the salesperson's abilities or attitude; it's just not the correct time or situation for them to buy. A great salesperson will keep a positive attitude and move on to the next possible sale. Great salespeople are known for their perseverance, which allows them to achieve their objectives faster and continuously grow.



7 WAYS TO IMPROVE YOUR PERSUASION SKILLS IN SALES



A sale is a negotiation between you and the customer. It's the sales person's aim to persuade the customer that purchasing this product or service is the best option.

Many people require further encouragement to make their purchasing decision since the evident benefits are insufficient.

So, how can you improve your persuasion talents in order to make more sales?

FIND A COMMON GROUND

It's an age-old method of establishing a personal connection with someone by discovering something in common. It might be anything from distaste at the poor weather to elation at the beautiful weather, a mutual hobby, or anything else that demonstrates you understand them. This sense of connectedness can then be used as a springboard for developing trust.

SHOW HOW YOU CAN SOLVE THEIR PROBLEM

You must first assess how what you are selling can help your customer solve an issue or fill a gap. You may use your pitch to explain how your product/service will fix these difficulties and benefit the buyer once you know their key problems/concerns.

BE READY FOR AN ARGUMENT

There will always be reasons for the customer to say 'no'. Prepare for these usual criticisms with a list of counter-arguments. Before you walk in, try to imagine yourself on the receiving end of your pitch and evaluate all of the counter-arguments. Now examine how you may answer in order to encourage them to support it rather than oppose it.

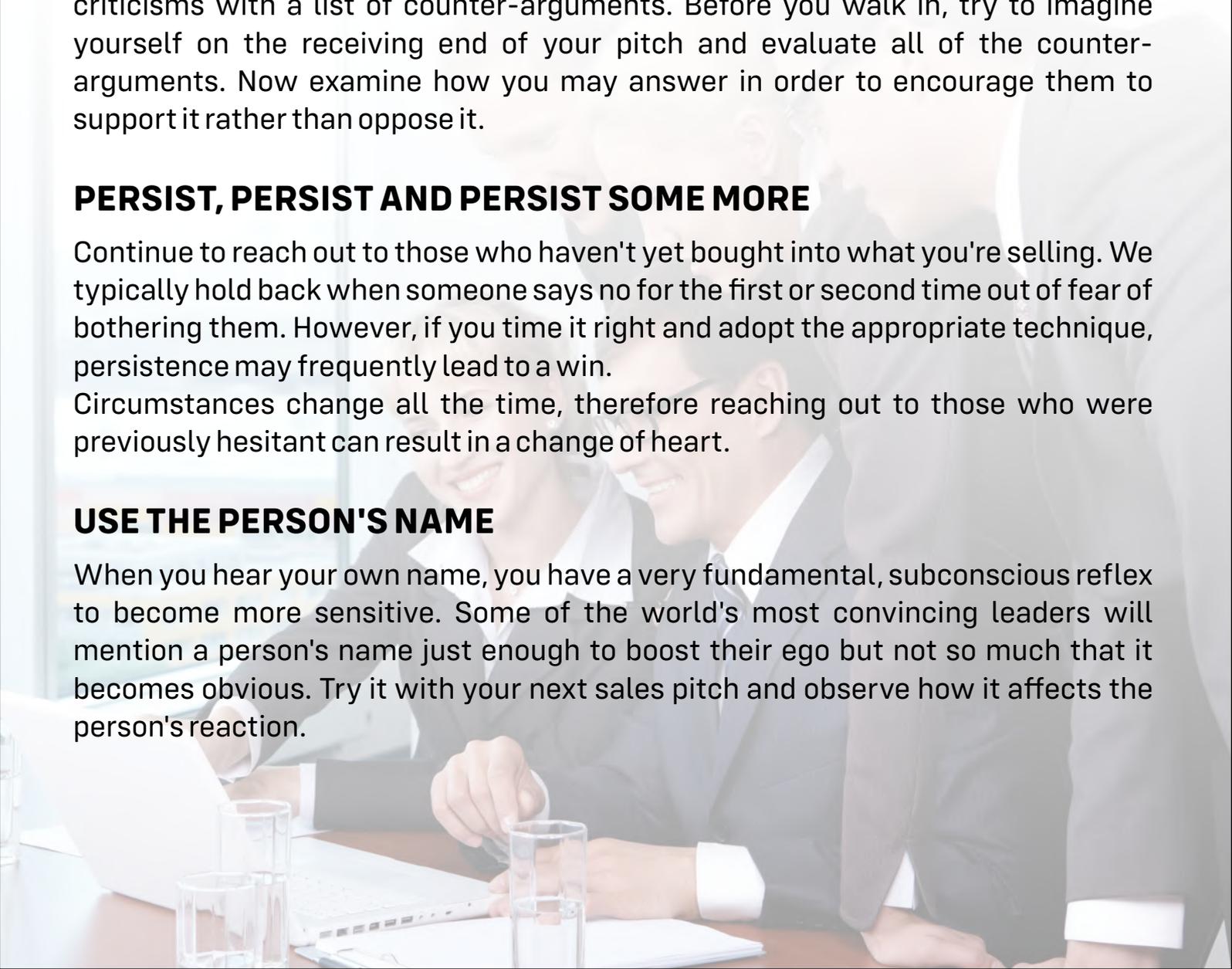
PERSIST, PERSIST AND PERSIST SOME MORE

Continue to reach out to those who haven't yet bought into what you're selling. We typically hold back when someone says no for the first or second time out of fear of bothering them. However, if you time it right and adopt the appropriate technique, persistence may frequently lead to a win.

Circumstances change all the time, therefore reaching out to those who were previously hesitant can result in a change of heart.

USE THE PERSON'S NAME

When you hear your own name, you have a very fundamental, subconscious reflex to become more sensitive. Some of the world's most convincing leaders will mention a person's name just enough to boost their ego but not so much that it becomes obvious. Try it with your next sales pitch and observe how it affects the person's reaction.



HOW CAN **SALES & MARKETING** *COLLABORATE*

Sales and marketing teams have always been known to have a frayed relationship at best! But there are ample benefits to be found when the two departments put their heads together and work in sync. Here are just 4 ways sales and marketing teams work together:

MARKETING CAN WARM UP LEADS FOR SALES

Most salesmen would answer that marketing is only a nudge in the right direction for leads if you asked them. However, this emphasises how sales and marketing may collaborate.

The truth is that marketing can be so much more. Sales and marketing may design a strategy to effortlessly carry the consumer through the whole buying cycle, from awareness to closing the sale, with input from the sales team.

Marketing may warm up a lead before handing it over to the sales team to convert it into a customer, making the job of the sales team much easier and boosting the number of leads turned.

SALES CAN HELP MARKETING BETTER UNDERSTAND THE CUSTOMER

Sales may assist marketing in gaining a better understanding of the customer.

Salespeople spend all of their time dealing with customers, learning about their problems and what they expect from your products and services. As a result, the sales crew has a unique perspective on what makes a consumer tick based on firsthand experience.

Marketers can then use this information to develop more targeted tactics that address these challenges and demonstrate how your firm can address them. More leads will be generated through marketing efforts if you target their major wants/needs and give answers to their difficulties at this early stage.

"MIRROR" THE PERSON

Numerous studies have demonstrated that we communicate not just with our words, but also with our body. Body language can have a big impact on how someone reacts to what you're saying.

To develop trust between themselves and their customers, salespeople adopt a practise known as "mirroring." This entails observing the customer's body language and making minor adjustments to your own to match it in particular ways. This aids in the development of rapport with the individual you're speaking with, making it easier to persuade them.

IT'S ALL ABOUT CONFIDENCE

Confidence, but not arrogance, is essential for success. If you show confidence in yourself and what you're selling, others will feel confident in you and what you're offering as well.



MARKETING CAN NURTURE COLD LEADS

It's in the habit of salespeople to go for the easy targets. The hotter prospects will help you attain your goals by making faster, easier sales. What about the more hesitant leads who require a little more time and effort to convert?

This demonstrates how sales and marketing may collaborate. Cold leads don't have to be cast aside and left to hunt for answers from competitors with marketing's support. Marketers can implement a specialised prospect nurturing strategy to ensure that cold leads aren't lost and that more conversions are made.

SALES CAN GIVE FEEDBACK ON MARKETING EFFORTS

It's typically difficult for marketers to determine how well their marketing messages are received. For example, a salesperson at a company once stated that follow-up emails were difficult to send because the company's email had been blocked. This was due to the prospect receiving too many unrelated marketing emails, which irritated them!

When the marketing team receives feedback like this, they can address serious issues like this. It's also critical for sales to provide any additional general feedback on how prospects are responding to marketing messaging in order to assist marketers in improving their efforts. When the prospect meets the sales team, they will be lot more warmed up and open to making a sale if they enjoy the marketing efforts.



H-127, Ansa Industrial Estate, Sakivihar Road, Saki Naka,
Andheri East, Mumbai-400072, Maharashtra.



+91-022-66451000
info@darwinpgc.com
www.darwinpgc.com