

# 50 TIPS FOR NEWBIE SALESPERSON

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Sales tips

# INTRO

HAKAM CARS

Since 2020, I've built my sales career from the ground up, gaining hands-on experience in car rentals, tourism, and e-commerce. From generating RM4 million in car rental sales to driving RM500,000 in tourism revenue and onboarding 60 e-commerce suppliers in three months.

Now, my mission is to help aspiring salespeople take their first steps with confidence.

Whether it's customer engagement, lead management, or closing deals, I provide practical advice, sales strategies, and essential tools to kickstart a successful career in sales.

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## Mindset & Attitude

1. BELIEVE IN THE PRODUCT OR SERVICE YOU'RE SELLING.
2. STAY POSITIVE AND RESILIENT—REJECTIONS ARE PART OF THE GAME.
3. BE PROACTIVE, NOT REACTIVE—ALWAYS TAKE THE INITIATIVE.
4. MAINTAIN A GROWTH MINDSET—ALWAYS SEEK IMPROVEMENT.
5. BE GENUINELY INTERESTED IN HELPING YOUR CUSTOMERS, NOT JUST MAKING A SALE.

## Believe in the product or service you're selling

At first, I wasn't sure if the product I was selling could truly make a difference for my clients. But once I saw the impact it had—how it benefited them and improved their lives—I became even more motivated to learn everything about it.

That's when I realized:  
before you can convince your clients, you must first believe in yourself and what you're selling.

## Stay positive and resilient—rejections are part of the game

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I've been rejected hundreds of times—it's a normal part of sales.

Not everyone will buy your product, and that's okay. The right customers will see the value in what you offer.

I once faced rejection over and over again. But when I finally found the right client, not only did they buy from me, but they also referred me to others—and that's when my sales skyrocketed!

Stay strong, stay persistent, and keep searching for the right customers. They're out there waiting for you!

## Be proactive, not reactive—always take the initiative

I used to believe that every prospect I approached would eventually come back to me. I also relied only on the leads provided by my company. That was a mistake.

In sales, waiting is not a strategy. You need to be proactive—reach out to as many potential customers as possible every single day.

Don't wait. Take action now. Sales is a numbers game, and the more people you approach, the more opportunities you create!

## Maintain a growth mindset—always seek improvement

I used to wonder how I could reach as many people as possible in a day to hit my KPI. So, I researched everywhere, testing different strategies until I discovered solutions that made the process faster and more efficient.

Take a step back and analyze what you're doing now. There's always a way to improve—find it, optimize it, and keep moving forward!

Be genuinely interested  
in helping your  
customers, not just  
making a sale

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I have a deep sense of empathy when I hear about a client's struggles in their business. If I know my product can help, I don't just sell—I guide them, showing exactly how it can make a difference.

That's why knowing your product inside and out is crucial. The more you understand it, the better you can educate your customers and help them improve their lives with it. Be a problem solver, not just a salesperson.



## Understanding Your Customer

1. RESEARCH YOUR TARGET AUDIENCE AND UNDERSTAND THEIR PAIN POINTS.
2. LISTEN MORE THAN YOU SPEAK—CUSTOMERS WILL TELL YOU WHAT THEY NEED.
3. ASK OPEN-ENDED QUESTIONS TO UNCOVER DEEPER NEEDS.
4. UNDERSTAND THE PSYCHOLOGY OF BUYERS—WHAT MOTIVATES THEIR DECISIONS?
5. BUILD RELATIONSHIPS, NOT JUST TRANSACTIONS.

## Research your target audience and understand their pain points

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Sales isn't just about making calls or sending emails to random people. It's about strategy and research.

For example, when I was selling for a car rental app, I didn't just reach out blindly. I researched every car rental company in Malaysia, read their reviews, and studied their business.

When I finally made the call, I focused on understanding their challenges first—then showed them how my product could solve those problems.

Do your research, listen to their needs, and offer real solutions. That's how you win in sales!

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Listen more than you  
speak—customers will  
tell you what they need.

When doing sales, don't start by talking about your product—nobody wants a sales pitch right away. Instead, focus on creating a two-way conversation and understanding their pain points.

I used to begin by asking about their business—how they operate, their challenges, and their goals. As they shared, I kept the conversation flowing until I uncovered their struggles. Only then did I introduce my product as the solution.

This approach builds trust and keeps potential clients engaged. If you jump straight into your pitch, they'll want to end the call fast. Listen first, sell later.

## Ask open-ended questions to uncover deeper needs

Don't start with boring, one-word-answer questions like "Do you use any platform for your business?"—you'll likely get a simple yes or no, and the conversation ends there.

Instead, ask engaging, open-ended questions like:

- ✓ "How are you currently managing your business operations?"
- ✓ "What challenges do you face in running your store?"

This encourages them to talk more, giving you valuable insights. Listen carefully, find where your product can help, and jump in with the right solution. That's how you turn a conversation into a real sales opportunity!

## Understand the psychology of buyers— what motivates their decisions?

Many customers already have their minds made up about whether they need a solution or not. The key is to identify their pain points and show how your product can be the answer.

If they're struggling with sales, I suggest how our product can boost their sales.

If they're overwhelmed with managing orders, I introduce our automated system to make their lives easier.

Everyone has a specific challenge they're looking to solve. The trick is to understand their needs first, then offer the right solution at the right time.

## Build relationships, not just transactions

Many people treat sales as just a transaction—close the deal and move on. But that's the wrong approach.

Your goal should be to build trust and make customers feel comfortable with you. When you become more than just a salesperson, but a trusted advisor and even a friend, they'll refer you to their family and friends.

Don't be the typical salesperson who's only focused on the sale—focus on relationships, and the sales will follow.

## Product Knowledge & Industry Expertise

1. KNOW YOUR PRODUCT/SERVICE INSIDE AND OUT.
2. BE AWARE OF YOUR COMPETITORS AND WHAT THEY OFFER.
3. STAY UPDATED ON INDUSTRY TRENDS AND CUSTOMER PREFERENCES.
4. HIGHLIGHT UNIQUE SELLING POINTS (USPS) OF YOUR PRODUCT.
5. USE STORYTELLING TO MAKE YOUR PRODUCT RELATABLE.

## Know your product/service inside and out.

Study your product thoroughly—your customers will ask questions, and you'll want to be prepared to answer them confidently.

Whenever I join a new company, I start by asking, “What benefits does this product bring to the customer?” This question motivates me to dive deeper into the product, seeing it from different perspectives and uncovering ways it can truly help customers, even in ways I hadn't originally considered.

The more you learn about your product, the better equipped you'll be to address customer needs and provide valuable solutions.



## Be aware of your competitors and what they offer

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Every company has competitors—including yours. It's crucial to study them thoroughly, because your customers may be more familiar with your competitors than with your own company.

Analyze what sets your company apart. Identify the strengths where your company outshines the competition, and use that to highlight your unique value. Leverage these strengths to position your company as the better choice.

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## Stay updated on industry trends and customer preferences

You should continually monitor changes in the market and understand evolving customer needs.

Why it's important:

Industry trends: Stay informed about new technologies, regulations, and innovations in your field to stay competitive and position yourself as an expert.

Customer preferences: Understand what customers value and need, so you can tailor your approach and offerings to better meet their expectations.

By staying informed, you can adapt your sales strategies and provide more relevant, timely solutions to your customers.

## Highlight unique selling points (USPs) of your product

Every product has something unique—you just need to identify what sets it apart from the competition.

For me, I demonstrate its value by showing how clients are successfully using the product and the results they've achieved. My company's product is user-friendly, so even those with little tech experience can benefit from it.

The key is to focus on the strengths of your product and compare those to your competitors. Find what makes your product better, and use that to showcase its true value.

## Use storytelling to make your product relatable

I don't often focus on talking about my product; instead, I share real customer experiences.

No one wants to hear a long pitch about the product, but everyone wants to see how it's made a difference in someone's life.

The best way to communicate its value is by sharing real-life examples of how your customers have benefited from it—this makes it easier for potential clients to understand its impact.

## Communication Skills

1. SPEAK CLEARLY AND CONFIDENTLY.
2. USE SIMPLE LANGUAGE—AVOID JARGON THAT CONFUSES CUSTOMERS.
3. ADAPT YOUR COMMUNICATION STYLE BASED ON THE CUSTOMER'S PERSONALITY.
4. MASTER THE ART OF PERSUASION WITHOUT BEING PUSHY.
5. BE COMFORTABLE WITH SILENCE—GIVE CUSTOMERS TIME TO THINK.

## Speak clearly and confidently

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Don't rush your words—speak slowly so your customers can easily understand you.

Talking too fast can make you sound like you're mumbling, which might cause customers to lose focus.

Keep a steady pace, and make sure your words are clear and easy to follow. This will help create a pleasant, engaging conversation and make your customers feel comfortable and valued when talking with you.

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## Use simple language— avoid jargon that confuses customers

Keep your language simple and straightforward. Avoid using jargon that might confuse your customers.

Using complicated terms can make the conversation difficult to follow, causing frustration.

By speaking in clear, everyday language, you'll help your customers easily understand what you're saying, making them feel more comfortable and engaged in the conversation.

## Adapt your communication style based on the customer's personality

Adjust your communication style to match your customer's personality.

Pay attention to how they communicate and mirror their tone and pace.

If they're more relaxed, keep the conversation casual. If they're more direct, be concise and to the point.

By adapting to their style, you'll make them feel more comfortable, and the conversation will flow more naturally.



## Master the art of persuasion without being pushy

Learn to persuade effectively without being overly forceful. Focus on highlighting the benefits and value of your product, rather than pressuring the customer.

Use positive language and provide solutions to their problems. Be patient, listen actively, and let them make their decision at their own pace.

When done right, persuasion feels like a natural conversation, helping the customer see how your product is the right choice without feeling pushed.

## Be comfortable with silence—give customers time to think

Don't be afraid of silence—give your customers time to think.

After asking a question or making a point, allow them a moment to process their thoughts without jumping in to fill the gap.

This shows confidence and gives your customers space to make decisions at their own pace, making them feel more in control of the conversation.

## Sales Techniques & Strategies

1. USE THE SPIN  
(SITUATION, PROBLEM,  
IMPLICATION, NEED)  
SELLING METHOD.
2. CREATE URGENCY BY  
HIGHLIGHTING LIMITED-  
TIME OFFERS.
3. OFFER SOLUTIONS, NOT  
JUST PRODUCTS.
4. LEVERAGE TESTIMONIALS  
AND CASE STUDIES.
5. USE THE "ASSUMPTIVE  
CLOSE" TECHNIQUE—ACT  
AS IF THE DEAL IS  
ALREADY MADE.

## Use the SPIN (Situation, Problem, Implication, Need) selling method

Use the SPIN selling method to guide your sales conversations effectively:

- Situation: Start by understanding the customer's current situation.
- Problem: Identify any challenges or problems they're facing.
- Implication: Discuss the impact of these problems on their business or life.
- Need: Finally, show how your product can meet their needs and solve their problems.

By following this method, you'll uncover deeper insights into their needs and position your solution as the best fit.

## Create urgency by highlighting limited-time offers

Create a sense of urgency by highlighting limited-time offers.

Let customers know that special deals or discounts are only available for a short time, encouraging them to act quickly.

This tactic taps into their fear of missing out (FOMO), making them more likely to make a purchase sooner rather than later.

# Offer solutions, not just products

Focus on offering solutions, not just products.

Instead of simply describing your product, explain how it can solve the customer's specific problem or improve their situation.

By positioning your product as a solution to their needs, you make it more valuable and relevant, increasing the chances of closing the sale.

## Leverage testimonials and case studies

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Use testimonials and case studies to build trust and credibility.

Share real customer experiences and success stories to show how your product has helped others achieve their goals.

This social proof reassures potential customers that your solution works, making them more likely to trust your product and make a purchase.

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Use the "Assumptive Close" technique—act as if the deal is already made

Use the "Assumptive Close" technique by acting as if the deal is already done.

Speak confidently about next steps, like scheduling delivery or finalizing details, assuming the customer is ready to commit.

This approach subtly encourages the customer to move forward, making them feel like the decision has already been made, which can help seal the deal more smoothly.



## Handling Objections

1. ANTICIPATE COMMON OBJECTIONS AND PREPARE RESPONSES.
2. STAY CALM WHEN HANDLING OBJECTIONS—DON'T ARGUE.
3. TURN OBJECTIONS INTO OPPORTUNITIES TO PROVIDE MORE VALUE.
4. ASK CLARIFYING QUESTIONS TO UNDERSTAND THE REAL CONCERN.
5. OFFER ALTERNATIVES IF THE FIRST SOLUTION DOESN'T FIT.

## Always follow up—many sales are closed after multiple touches

Always follow up—many sales are closed after multiple interactions.

Don't assume that one call or email is enough. Stay engaged by checking in, answering any questions, and reminding them of the value you offer.

Persistent, thoughtful follow-ups show your commitment and can help turn a “maybe” into a “yes.”

## Stay calm when handling objections— don't argue

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Stay calm when handling objections  
—don't argue.

Instead of getting defensive, listen to the customer's concerns and acknowledge their point of view.

Respond thoughtfully by providing additional information or alternative solutions.

By staying composed, you maintain trust and guide the conversation toward a positive resolution without escalating tensions.

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## Turn objections into opportunities to provide more value

When a customer raises a concern, view it as a chance to address their needs more deeply. Offer additional information, highlight benefits they may not have considered, and tailor your solution to better meet their concerns.

By doing so, you not only overcome the objection but also show the customer that your product is the perfect fit for their needs.

## Ask clarifying questions to understand the real concern

Instead of assuming, dig deeper by asking specific questions to get to the root of the issue. This will help you provide a more accurate solution and show the customer that you're genuinely interested in addressing their needs.

By understanding their true concern, you can guide the conversation toward a positive outcome.

## Offer alternatives if the first solution doesn't fit

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If your initial suggestion doesn't meet the customer's needs, provide other options that might work better. This shows flexibility and a willingness to find the best fit for them.

Offering alternatives helps keep the conversation going and increases the chances of finding a solution that satisfies both you and the customer.

## Follow-Up & Relationship Building

1. ALWAYS FOLLOW UP—  
MANY SALES ARE CLOSED  
AFTER MULTIPLE  
TOUCHES.
2. PERSONALIZE FOLLOW-  
UP MESSAGES BASED ON  
PREVIOUS  
CONVERSATIONS.
3. STAY IN TOUCH EVEN  
AFTER THE SALE—LOYAL  
CUSTOMERS BRING  
REFERRALS.
4. SEND THANK-YOU NOTES  
TO SHOW  
APPRECIATION.
5. USE CRM TOOLS TO  
MANAGE LEADS AND  
FOLLOW-UPS  
EFFICIENTLY.

## Always follow up—many sales are closed after multiple touches

Don't assume one call or email is enough. Regularly check in, offer more information, and remind the customer of the value you can provide.

Persistent and thoughtful follow-ups keep you top of mind and help turn initial interest into a final sale.



## Personalize follow-up messages based on previous conversations

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Refer back to topics or concerns the customer mentioned earlier to show you've been listening and care about their needs.

Tailored follow-ups make the customer feel valued and increase the likelihood of a positive response, as they see you're invested in finding the right solution for them.

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## Stay in touch even after the sale—loyal customers bring referrals

Check in periodically to see how they're enjoying the product and offer support if needed. This ongoing relationship helps build trust and encourages them to refer you to friends or colleagues.

By staying connected, you turn one-time buyers into long-term advocates for your business.

## Send thank-you notes to show appreciation

A simple, heartfelt thank-you message can go a long way in making customers feel valued. Whether it's after a sale or just for their time, expressing gratitude helps strengthen your relationship and encourages future business.

Small gestures of appreciation can turn a customer into a loyal advocate for your brand.

## Use CRM tools to manage leads and follow-ups efficiently

A good CRM system helps you keep track of all your interactions, ensuring you never miss a follow-up and stay organized with your leads.

By automating tasks and reminders, you can focus on building relationships and closing deals, while the CRM takes care of the details.

## Time Management & Productivity

1. PRIORITIZE HIGH-VALUE LEADS OVER UNQUALIFIED PROSPECTS.
2. SET DAILY AND WEEKLY SALES TARGETS.
3. PLAN YOUR SALES CALLS AND MEETINGS IN ADVANCE.
4. USE TIME-BLOCKING TO FOCUS ON KEY SALES ACTIVITIES.
5. AUTOMATE REPETITIVE TASKS TO FOCUS ON SELLING.

## Prioritize high-value leads over unqualified prospects

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Focus your time and energy on leads that are most likely to convert into sales, rather than spending resources on those who may not be a good fit.

By identifying and nurturing high-value leads, you maximize your chances of closing deals and achieving your sales goals more effectively.

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## Set daily and weekly sales targets

Break down your larger sales goals into smaller, achievable milestones. This helps you track your progress, stay on target, and adjust your strategy as needed.

Consistent target setting keeps you accountable and ensures steady growth in your sales performance.

## Plan your sales calls and meetings in advance

Review customer information, set clear objectives, and outline key points to discuss. This preparation helps you stay focused and make the most of your time with potential clients.

Being organized and intentional in your approach increases your chances of a successful outcome.



## Use time-blocking to focus on key sales activities

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Set aside specific blocks of time in your day dedicated to activities like prospecting, follow-ups, or client meetings. This method helps you stay focused, avoid distractions, and ensure that you're prioritizing the most important tasks.

By organizing your day effectively, you boost productivity and drive better results.

## Automate repetitive tasks to focus on selling

Use tools and software to handle time-consuming tasks like data entry, follow-up reminders, or email campaigns. This allows you to spend more time building relationships and closing deals.

By automating the routine work, you can work more efficiently and effectively.

## Negotiation Skills

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1. KNOW YOUR BOTTOM LINE BEFORE ENTERING A NEGOTIATION.
2. OFFER VALUE BEFORE DISCUSSING PRICE.
3. BE WILLING TO WALK AWAY IF THE DEAL ISN'T RIGHT.
4. CREATE WIN-WIN SCENARIOS WHERE BOTH SIDES BENEFIT.
5. USE SILENCE AS A TOOL —LET THE CUSTOMER SPEAK FIRST IN PRICE DISCUSSIONS.

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## Know your bottom line before entering a negotiation

Understand the minimum terms you're willing to accept and be clear on what you need to make the deal worthwhile. This helps you stay firm during negotiations and avoid agreeing to unfavorable terms.

Having a clear bottom line ensures that you protect your interests while still aiming for a successful outcome.

## Offer value before discussing price

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Start by highlighting the benefits and unique features of your product or service, focusing on how it solves the customer's problems or improves their situation. This approach shifts the conversation toward the value you're providing, making the price seem like a natural next step rather than the main focus.

By establishing value first, customers are more likely to see the worth of your offer and be willing to invest.

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## Be willing to walk away if the deal isn't right

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Know when it's time to walk away from a negotiation if the terms don't align with your goals or values.

Holding firm to your principles and not settling for less ensures that you only engage in deals that are mutually beneficial.

Walking away can also show your confidence and may lead to better opportunities in the future.

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## Create win-win scenarios where both sides benefit

Strive for solutions that satisfy both your needs and the customer's. By finding a compromise or crafting a deal that benefits both parties, you build trust and long-term relationships.

Win-win scenarios foster goodwill, making customers more likely to return and refer others to you.

## Use silence as a tool—let the customer speak first in price discussions

When it comes to discussing price, allow the customer to bring it up first. Silence creates space for them to express their thoughts, and it often leads to more honest and open conversations.

By holding back, you give the customer control, which can help you better understand their expectations and position yourself to make a more effective offer.



## Personal Development

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1. INVEST IN SALES TRAINING AND WORKSHOPS.
2. READ BOOKS ON SALES, PSYCHOLOGY, AND PERSUASION.
3. PRACTICE SALES PITCHES WITH A MENTOR OR COLLEAGUE.
4. RECORD AND ANALYZE YOUR SALES CALLS TO IMPROVE.
5. NEVER STOP LEARNING—GREAT SALESPEOPLE EVOLVE WITH TIME.

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## Invest in sales training and workshops

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Ongoing learning helps you stay up-to-date with the latest techniques, tools, and trends in the sales industry. Whether it's through formal training or attending workshops, investing in your development enhances your ability to close deals and build stronger customer relationships.

Regular training ensures you remain sharp and confident, giving you a competitive edge in your sales career.

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## Read books on sales, psychology, and persuasion

Books in these areas can provide valuable insights into customer behavior, effective communication, and persuasive techniques. By expanding your knowledge, you gain tools to better connect with clients, influence decisions, and close more deals.

Continuous learning through reading helps you stay ahead in the sales game and adapt to new challenges.

## Practice sales pitches with a mentor or colleague

Rehearsing your pitch in front of someone you trust allows you to receive constructive feedback, refine your approach, and build confidence. By practicing regularly, you'll be able to deliver your pitch smoothly and effectively when it counts.

Role-playing with a mentor or colleague helps you become more adaptable and ready for real sales conversations.

## Record and analyze your sales calls to improve

Listening to recordings of your sales calls allows you to identify areas where you can improve, such as tone, pacing, or how effectively you address objections. Analyzing these calls helps you learn from your mistakes, refine your approach, and enhance your overall sales technique.

By regularly reviewing your calls, you continuously evolve and become more successful in future conversations.

## Never stop learning— great salespeople evolve with time

The sales industry is constantly changing, so it's essential to stay open to new techniques, tools, and strategies. By committing to lifelong learning, you adapt to shifts in the market, customer behavior, and technology.

Constant growth and improvement keep you ahead of the competition and help you consistently close more deals.

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