

Individual's strength is seen as their high point which brings productivity in their engagements. The strength can be in form of skill sets. Below are skills in possessed which I believe are instrumental for exchange of goods and services:

1. **Communication Skills:** This encourage feedbacks, leveraging on this is germane for customers to share their experience about the product or services I'm rendering which gives opportunity to develop further, but also helps build trusting relationships and returning business. Communication is vital to a business profit margin and reputation; this enables me to understand the company's vision and make the company successful. Effective communication is beneficial to the business and other employees in building a better team.

2. **Collaboration Skills:** Working collectively with people gives them a sense of purpose in an establishment, with this it becomes easier to brainstorm ideas with them to solve an existing problem or deliver the required work on time with collective efforts.

Sales also depend on relationships between seller and buyer most of all. Collaboration is a necessary skill for any successful. This skill is needed for me as a salesperson because both the potential client and the salesperson are working together to find the best solution. The prospect wants to find the best fit, and the seller wants a happy customer.

3. **Persuasive Skills:** This skill helps me to influence others to perform well and succeed. It is need to expedite and facilitate group decision-making. When used well, persuasion is a valuable soft skill that can have a significant impact in any workplace.

This skill is very important for a sales and marketing professional, it motivate customers to invest in organization's products and services by winning over their hearts who not only become their loyal customers but also bring in more clients along with them. The first and foremost tip to convince a potential client is to look confident and also have adequate information of the product.

4. **Negotiation Skills:** Being able to negotiate with different parties produce a better outcome when offering a pitch. Advanced negotiation skills mean you have more to offer a client in terms of empathy and understanding. Negotiation skills benefit all parties during a discussion and can sometimes help to defuse any tension.

A sales negotiation is a strategic discussion (or series of discussions) between buyer and seller that ideally lead to a deal being closed. The main goal of the negotiation process is to reach an agreement that's acceptable to everyone.

Good negotiations contribute significantly to business success; it helps to build better relationships, deliver lasting, quality solutions rather than poor short-term solutions that do not satisfy the needs of either party. It also helps to avoid future problems and conflicts.

5. **Active Listening Skills:** My ability to pay close attention to other person's choice of words, their tone of voice and their body language give room to seal a good deal, rather than passively listening to the person talking.

Listening to customers can help you improve as a business. Effective listening can helps to gather important information related to your business and customer feedback is the best way to understand how they truly feel about the products and services been deliver.