

It's important that you understand how your product functions, and the specific features that will help solve any problems your customers may have. Questions a new Sales Manager should reply – Sales Beginner Tips Your customers usually aren't interested in the more technical aspects of your product. Go through all the product demo videos and support documents that are available. A thorough understanding of the product doesn't just make you a more confident cheerleader of what you're selling. To what extent is your product customizable? It also helps you get to the root of your customer's pain points and allows you to quickly and thoroughly map your product to your customer's needs.