



A photograph of a workspace on a wooden desk. In the background, a silver laptop is open. In the foreground, a notebook with a white cover and lined pages is open, with a black pen resting on it. The pen has the word 'PRECISE' and a logo on it. The scene is lit with warm, soft light, creating a professional and focused atmosphere.

COGNITIVE SKILLS IN SALES

What does the Word
'KOGNITYVINIS'
mean ?

Being, or involving
conscious
intellectual activity

Includes thinking,
reasoning, or
remembering





**A set of mental
abilities**

**Part of every human
action we do when
we are awake**

Brain-based skills





**We need them to carry
out any task**

**We use them in all
tasks from the simplest
to the most complex**



We need not be overawed by them

We can learn

- **What** they are
- **How** they make a difference
- **How** to learn them in a good way
- **How** to use them
- **How** to make them part of us in a more effective way



Imagine ...
your phone rings ...



When we pick up
a simple call ...
we use a range of
KOGNITYVINIAI
ĮGŪDŽIAI



SPOT THE COGNITIVE SKILLS

THE ANSWERS SUMMARISED

#	TO....	#	WE USE THIS COGNITIVE SKILL MENTIONED BELOW
1	Hear the ring tone	B	Perception
2	Make up your mind to answer or not	C	Decision taking
3	Swipe the screen to accept	E	Motor skill
4	Say Hello and understand the language used	A	Language
5	Listen on and sense the mood and need of the caller	F	Emotional Intelligence
6	Have a meaningful conversation	D	Communication

Why Today's Sales demands Cognitive Skills

SALES IS CHANGING . . .

and needs more and more Thinking ability

Sales was always thought to be some knowledge, some people skills and some great communication

Not valid any longer

The role of the salesperson is getting transformed

4 Trends

Redefining Sales



1

**WIDESPREAD ACCESS TO
INFORMATION AND
KNOWLEDGE**



2

**WIDE RANGE OF
CHOICES FOR
CUSTOMERS**



3

TRANSACTION SALES **VS.** COMPLEX SALES



4

DATA DRIVEN DECISIONS



SO ...

A man with short, wavy red hair and a light beard is shown in profile, looking down and to the right. He is resting his chin on his hand, appearing to be in deep thought. He is wearing a dark blue or black long-sleeved shirt and a black digital watch on his left wrist. The background consists of a dense wall of green, rounded leaves. A white, irregularly shaped frame surrounds the text on the right side of the image.

Salespeople need
to be **sharper** and
better in thinking

The image features two silhouetted figures in a modern office setting. On the left, a man sits in a rolling office chair, holding a pair of glasses. On the right, a woman sits in a simple chair, holding a laptop. The background is a large window with a view of a city skyline at night, rendered in a mosaic of colorful squares. A white, angular graphic element frames the text on the right side of the image.


Salespeople need
to give **insights**
and not just
information



Salespeople should become **reliable advisers** who can guide customer's choices better

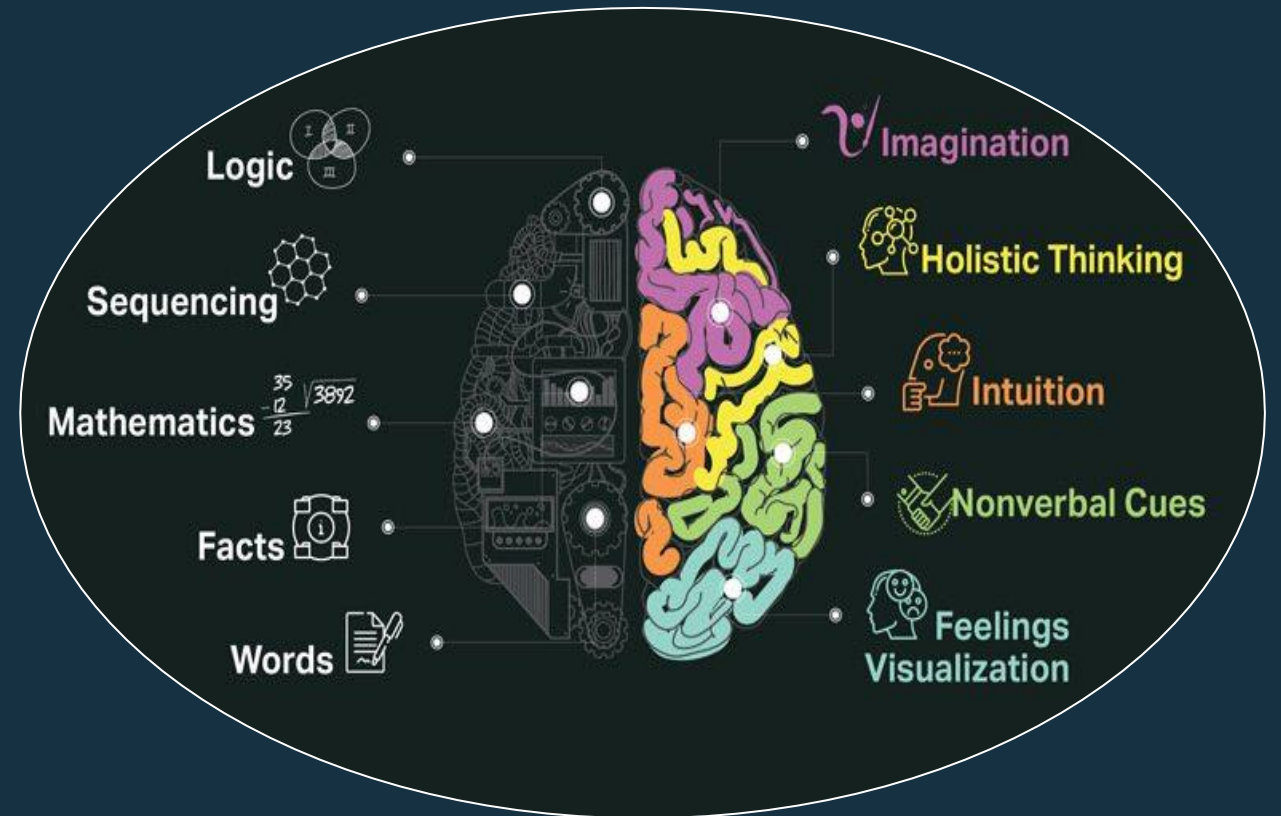
An overhead view of three business professionals in an office meeting. They are seated around a wooden table covered with large sheets of paper, likely blueprints or technical drawings. One man in a light blue shirt is pointing at a drawing with a yellow highlighter. Another man in a light grey shirt is using a calculator. A woman in a blue shirt is looking at a smartphone. On the table, there is a blue hard hat, a laptop, a printer, a calculator, and various papers. The floor is covered with a patterned carpet.

Salespeople should understand, use, communicate, and interpret data

A person in a blue suit is playing chess. The image is a close-up of the chessboard and the person's hands. The person is moving a white chess piece. The background is blurred, showing the person's face and hands. The text is overlaid on the right side of the image, enclosed in a white-bordered box. The text is white, except for the last two lines which are yellow.

Sales people need to be able to solve problems, analyse issues, visualize possibilities, discuss insights, use logic and emotions together
build and communicate value

SALES TODAY DEMANDS HIGHER COGNITIVE SKILLS



**TIME TO PRESS THE
REFRESH BUTTON**





A DEEP DIVE

COGNITIVE SKILLS
YOU NEED FOR
THE 21ST CENTURY



STEPHEN K. REED

OXFORD



Supertrends

**Facts and insights to future
proof your sales and marketing**

Henrik Larsson Broman,
Markus Ejenäs, Peter Siljerud



The Future of Jobs Report 2020

OCTOBER 2020



- **Harvard Business Review - Changing face of Sales**

- **ATD - Future Skilling your Workforce**



22 COGNITIVE SKILLS FOR FUTURE SALES PROFESSIONALS

OUR CHOSEN



**THAT MUST
BE LEARNT !**

THE TOP 10

1. Data Orientation & Data affinity
2. Problem Solving
3. Organizing Knowledge
4. Ability to identify Opportunities
5. Passion driven Curiosity
6. Resilience, Stress Tolerance and flexibility
7. Analytical thinking for innovation
8. Bias for Action and execution
9. Technology use, monitoring and control
10. Digital intelligence

PICK WORDS FROM HERE

orientation

opportunities

curiosity

action

technology

problem

digital

analytical

knowledge

stress

tolerance

1. **Orientacija** į duomenis ir **žavėjimasis** duomenimis

2. **Problemų** sprendimas

3. **Žinių sisteminimas**

4. Gebėjimas įvertinti **galimybes**

5. Aistros skatinamas **smalsumas**

6. Atsparumas, **streso toleravimas** ir lankstumas

7. **Analitinis** mąstymas vertinant inovacijas

8. Polinkis **veikti** ir įgyvendinti idėjas

9. **Technologijų** naudojimas, stebėjimas ir kontrolė

10. **Skaitmeninis** intelektas

LETS GROUP THEM

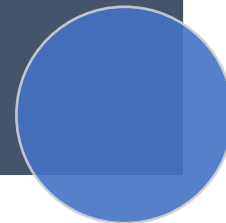
1. Data Orientation & Data Affinity
2. Analytical thinking for innovation
3. Ability to identify opportunities

ANALYSIS
ORIENTED SKILLS



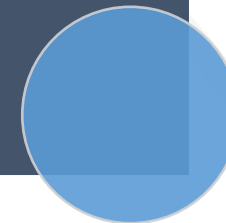
1. Organizing Knowledge
2. Problem Solving
3. Bias for action and execution
4. Technology use, monitoring and control

ACTION ORIENTED
SKILLS



1. Digital Intelligence
2. Passion driven curiosity
3. Resilience, stress tolerance and flexibility

MINDSET
ORIENTED SKILLS



Sugrupuokime juos

1. Orientacija į duomenis ir žavėjimasis duomenimis
2. Analitinis mąstymas vertinant inovacijas
3. Gebėjimas įvertinti galimybes

**Analitiniai
gebėjimai**

1. Skaitmeninis intelektas
2. Aistros skatinamas smalsumas
3. Atsparumas, streso toleravimas ir lankstumas

**Veikimo
įgūdžiai**

1. Žinių sisteminimas
2. Problemų sprendimas
3. Polinkis veikti ir įgyvendinti idėjas
4. Technologijų naudojimas, stebėjimas ir kontrolė

**Mąstymo
įgūdžiai**

**I AM STILL
LEARNING.**

~ Michelangelo at age 87





PRADĖKITE KELIONE



AČIŪ



MERCURI
international