



AN INTROVERT'S GUIDE TO SALES

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So you're an introvert working in sales? **SUPER!**



Working in sales can be challenging for anyone, but it sometimes seems especially daunting for introverts. Sales careers often require a high level of social interaction, including meeting new people, building relationships, and taking care of the needs of others.

By definition, introverts feel drained by socialization, whereas extroverts feel energized when they're around a lot of people. It's not about being shy or outgoing; it's about where you get your energy from.

Let's get one thing straight: don't let anyone tell you that you "chose the wrong career path" because you're introverted.

Introverts are very strong leaders and salespeople, especially because they're often great listeners! It's all about using your strengths to your advantage and learning how to recharge. This guide is filled with tips to help you succeed in sales, even if you're the most introverted person you know!



01

Build Your Story Setlist

The "small talk" aspect of sales can be really tiring, but it's a critical component to connecting with your prospects. You've got to show them that you value them as people, not just as paying customers.

Curating a setlist of go-to stories that you can pull from as needed helps you build rapport with prospects and customers.

When you take the time to jot down your list, you'll be much more confident and prepared to put them into action. The best part is that these stories don't even have to be about yourself - you can curate a setlist of all "cover" stories!

Did you just hear a fascinating story on a podcast that you can't wait to share? Maybe you binge-watched a new TV show and have zero chill about it. Or perhaps you heard a joke on the radio that made you belly-laugh. When things resonate with you, there's a good chance they'll resonate with others. Make a mental note of your favorite parts (or, better yet, write them down!) and you'll be ready to rock with these stories in no time.

I challenge you to come up with at least five different stories for your setlist. Next time you're interacting with a prospect, you won't need to expend as much energy to think of something interesting and relevant to say!

02

Record Videos

Spending one-on-one time with a customer can help you connect in a more intentional and meaningful way. But if the thought of getting lunch or playing golf with a client exhausts you, you're not alone.

Luckily, there are so many other ways to add the human touch to your sales tactics. If you rarely get face-to-face time with your customers, I recommend using a platform like BombBomb or Loom to incorporate video into your communication strategy.

Sending videos at impactful moments along your customers' journeys will change your business. When someone reaches out to your company for the first time, you can send a warm video in place of a standard "thank you for contacting us" email.

Instead of sending a client a five-paragraph email with onboarding instructions, send a helpful video with clear instructions or a product demonstration.

Videos help you convey emotion and nuance, build trust, and help showcase your story. Plus, with the ability to practice and re-record videos in your own home, you can achieve the personalization without the socialization. [Cue "Best of Both Worlds" on repeat!]

If you're looking to learn more about how to leverage technology to connect with customers, check out my podcast interview with Ethan Beute, the Chief Evangelist at BombBomb. [Listen here.](#)

03

Create Content

As an introvert, you may prefer sending emails instead of hosting Zoom or IRL meetings. While sometimes a meeting is necessary, there are plenty of times you can eliminate them by proactively creating content.

What are some of the common questions that come up with your customers across the different stages of their journey? Identify the subjects that your clients are often calling you about. You can create in-depth guides and demonstrations via platforms like Loom to answer these questions.

Then, when someone asks you to schedule a meeting to discuss a certain topic, you can share the materials you've already put together. Not only does it save the headache of finding a time to meet, but it also shows that you understand their story. Plus, your client gets their questions answered immediately and you only had to create the content once!

Tools of the Trade

 **SwipeGuide.**

For creating visual instructions.

 **KAJABI**

For creating courses & resource guides.

 **loom**

For creating videos and recording screens.

 **Canva**

For creating social posts, decks, brochures, flyers, etc.

04

Practice Active Listening

When talking to a customer, salespeople and service representatives sometimes don't take the time to really listen. They lead with authority at the expense of empathy, often because they're confident they already know what the customer will say and what the solution should be.

In reality, customers just want to feel seen, heard, and valued — but you can't give them that validation unless you're truly listening to them and internalizing their needs.

Active listening can play into your strengths as an introvert, as you may feel more comfortable asking questions than dominating a conversation. While the steps may seem simple, it's a skill that many salespeople lack. Here's your chance to set yourself apart:

- 1 Listen with your full attention.
- 2 Repeat what you hear.
- 3 Ask, "Is that correct?"
- 4 Ask a relevant follow-up question.
- 5 Retain and relay the information.

This is where customer relationship management (CRM) software comes into play in a big way. Even if some detail doesn't seem important in the moment, you may want to add it to the Notes section of your CRM. That way, you'll be able to follow up the next time the two of you talk and show that you're listening to them!

05

Recharge

While the practice of personalization tends to revolve around the customer, it's equally as important to incorporate YOUR preferences into your work style. The same goes for the team of employees that you manage.

If you feel drained by participating in back-to-back meetings, try your best to set boundaries. Try to get at least 15 minutes in between any sales calls. It's not just going to benefit you, but also the next person you're speaking with. If you're able to fully recharge and put your best self forward, you'll be better prepared to create an amazing customer experience and actively listen on the call.

Using tools like Calend.ly or Calendar.com can help you set expectations ahead of time. Try offering clients 20-minute sessions instead of 30, and automatically block off the time after your meeting so no one else can slot themselves in.

Don't burn yourself out by engaging in too much social activity in one workday. Know your limits and replenish your energy often.

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