

Lazada University

5 HABITS OF HIGHLY EFFECTIVE SELLERS

09/06/2020



INTRODUCTION

In this module, you will learn what are some habits to produce effective results as well as how you can apply these on your business.

WHAT YOU'LL LEARN

1. Understand definition of habit
2. The 5 habits that you need to become an effective seller.

CONTENT

1. Introduction To Habits
2. The 5 Habits of Highly Effective Sellers

WHAT IS A HABIT?

Habit can be a routine practice or also referred to a mental pattern:

FAILURE



SUCCESS

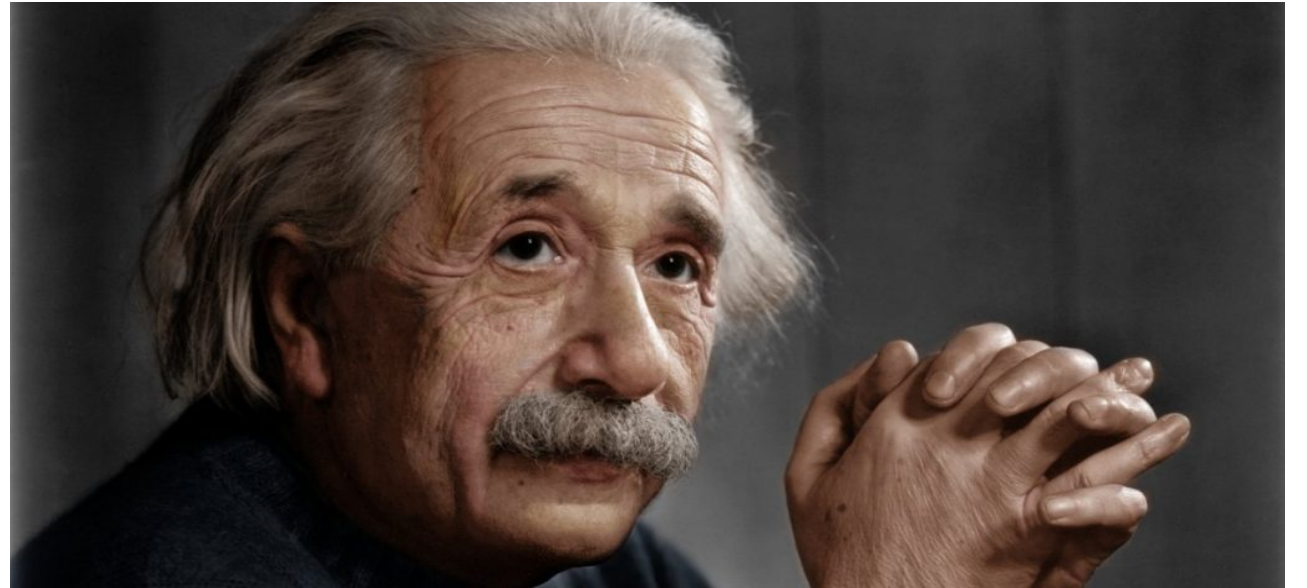


It is an acquired behavior pattern regularly followed until it has become routine, almost involuntary.

IMPORTANCE OF ADOPTING THE RIGHT HABIT

According to **Albert Einstein**,

“Insanity is doing something over and over again, expecting different results.”



CONTENT

1. Introduction To Habits
2. The 5 Habits of Highly Effective Sellers

THE 5 HABITS OF HIGHLY EFFECTIVE SELLERS



1. Seize The Opportunity



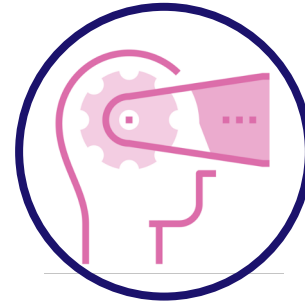
2. Prioritize



3. Judging Price vs. Value



4. Choosing Action Over Overthinking



5. Adopt Right Business Mindset

HABIT 1 : SEIZE THE OPPORTUNITY


Take advantage of an opportunity when its available.



Growth Mindset vs Fixed Mindset

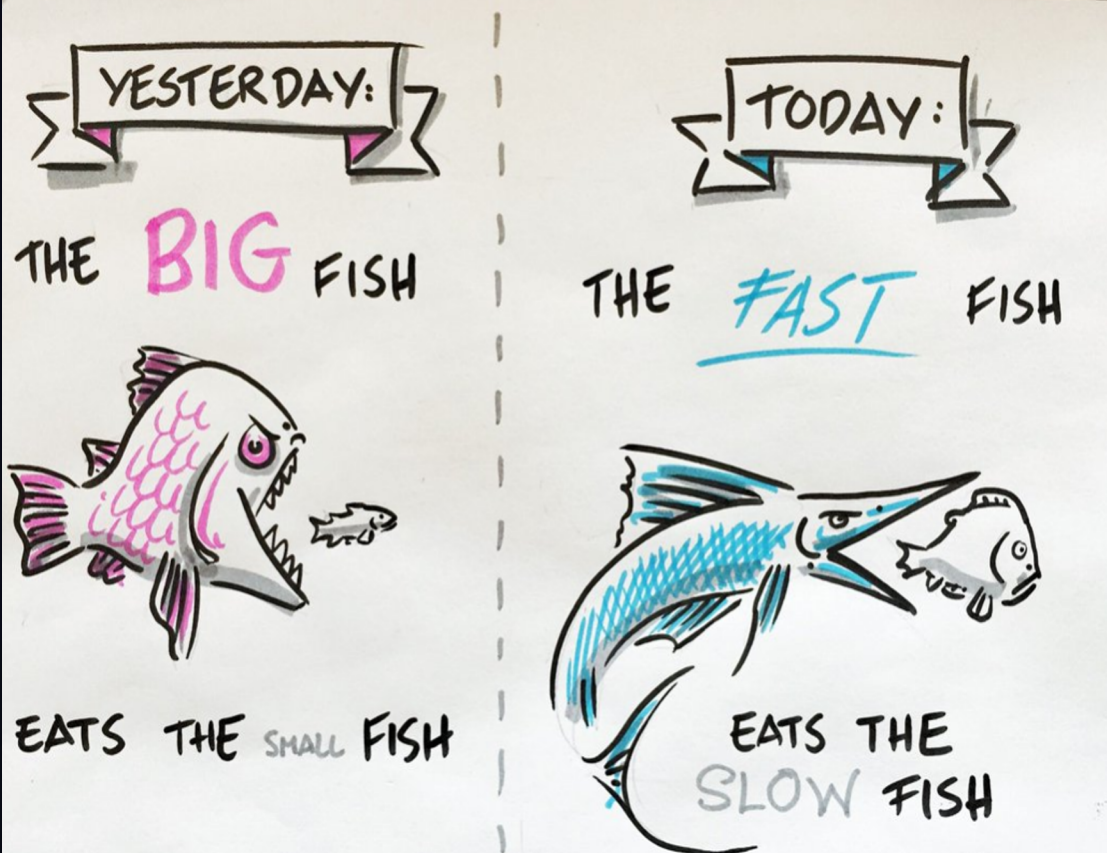
HABIT 1 : SEIZE THE OPPORTUNITY

Fast Fish > Slow Fish



In the new world,
it is not the big fish
which eats the small fish, it's the
fast fish which
eats the slow fish

Klaus Schwab
Founder and Executive Chairman
World Economic Forum

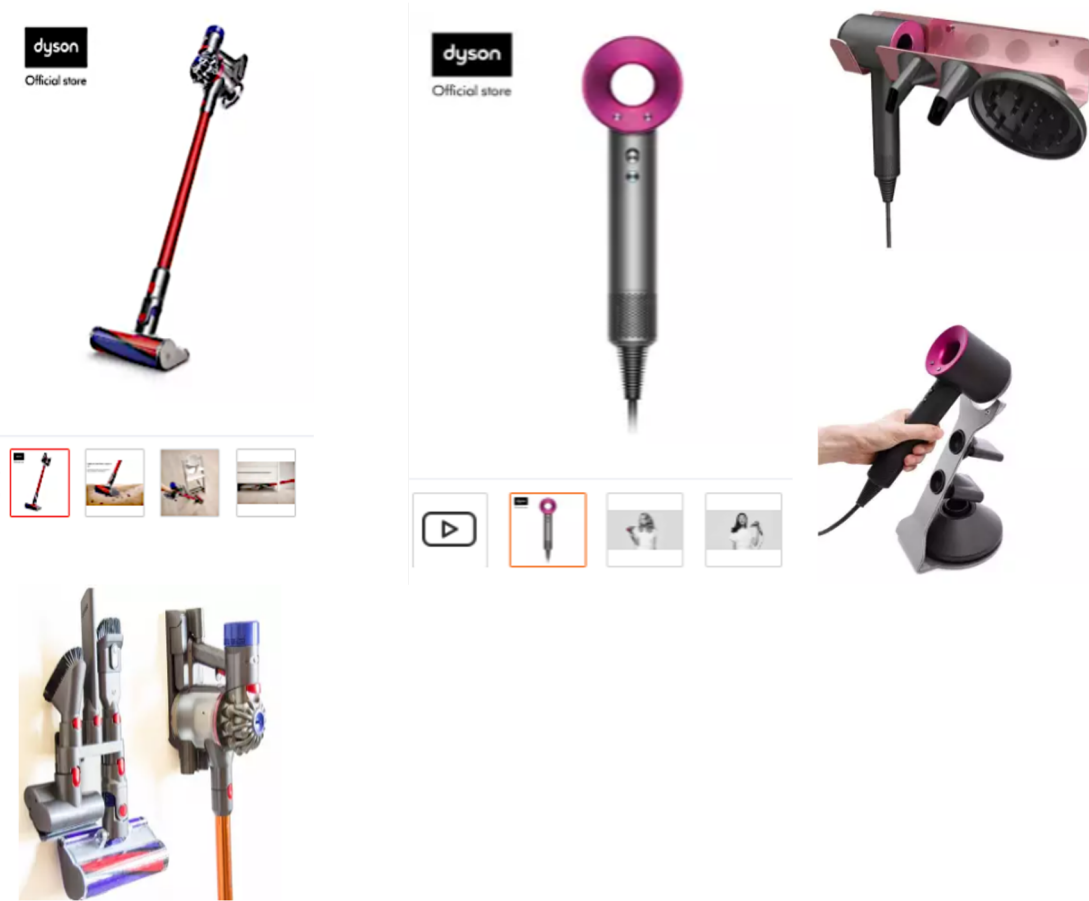


YESTERDAY:
THE **BIG** FISH
EATS THE SMALL FISH

TODAY:
THE FAST FISH
EATS THE SLOW FISH

HABIT 1 : SEIZE THE OPPORTUNITY

Case Study: Dyson



Price war will always be a challenge.

How can you **differentiate** yourself and find an opportunity out of it?

Learnings: Dyson differentiated their products from the market by pricing the hair dryer significantly higher than its competitors. As a result of its pricing, Dyson is creating a higher perceived value. Although many consumers may not be able to buy this product cause of the price. However, the few select who can afford it will deem it as money well spent.

Consumers are more likely to buy from companies they already know and trust. Dyson achieved global success for many years producing upscale vacuum cleaners. Brand recognition and a high trust factor enabled the company to launch an expensive product.

HABIT 1 : SEIZE THE OPPORTUNITY

Case Study: Uniqlo

M'sians Trash a UNIQLO Outlet AGAIN to Get New KAWS: Summer Collection T-Shirts



Related queries ? Rising ▼ ⬇ ⬅ ➦

1	kaws t shirt	Breakout
2	uniqlo kaws restock	Breakout
3	uniqlo x kaws	+180%
4	uniqlo malaysia	+160%
5	kaws uniqlo	+120%

Lazada

Categories ▼

Home > Search Results

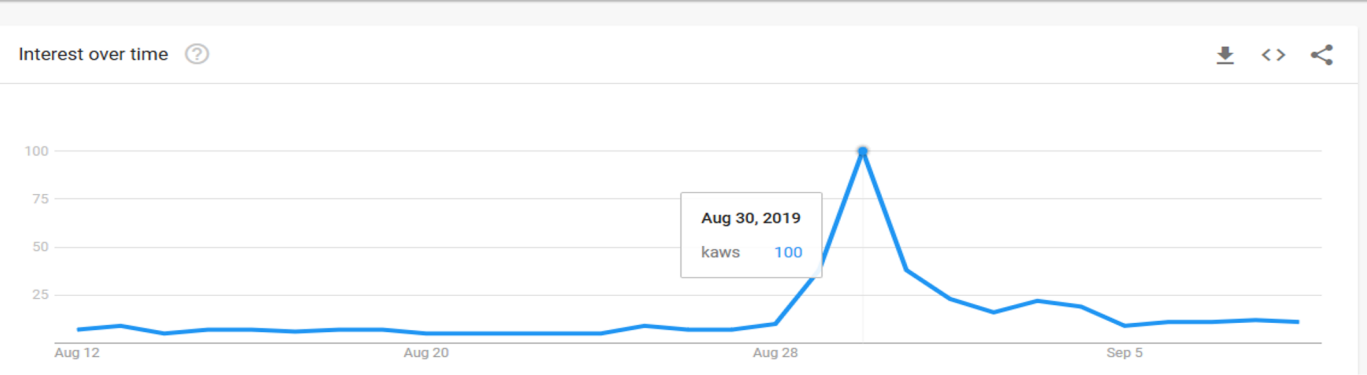
Related Categories

- Toy Dolls
- Cup & Bowl Noodles
- Mobile Phone Cases
- Block Building Sets
- Action Figures

kaws]

- Kaws shirt
- Kaws x uniqlo
- Kaws doll
- Kaws toy
- Kaws tshirt
- Kaws phone case
- Kaws sticker
- Kaws tee
- Kaws shoes

Malaysia ▼ Past 30 days ▼ All categories ▼ Web Search ▼



Research & take note of emerging trends

Embrace **new collaboration opportunities** to reach broader audiences



KAWS:SUMMER

Learnings: Uniqlo did a collaboration with KAWS to create a collection. They leveraged on the artist's growing popularity and positioned the collection as limited edition to hype up the launch & restocks.

HABIT 1 : SEIZE THE OPPORTUNITY

Case Study: Wang Lei – ‘Fish Selling Bro’



Every challenge can be turned into an opportunity.

Create your own opportunity and **make your own market.**

Learnings: Getai Singer Wang Lei has become a sensation for his ‘fish selling bro’ live streams. His showbiz career slowed down due to the COVID-19 pandemic and he turned to selling frozen seafood through Facebook live streams

He is becoming one of the hottest Facebook live seller in Singapore, Malaysia and even China with one of his livestream achieving a view count of 62,000.

HABIT 2 : PRIORITIZE

Learn how to set priorities, follow the Priority Quadrant:

	DO NOW	DO LATER
IMPORTANT	<p>Crisis / Emergencies Deadlines</p> <p>RIGHT NOW</p>	<p>Preparations Developments</p> <p>DO SOON</p>
NOT IMPORTANT	<p>Interruptions (Emails/Calls) Meetings</p> <p>DELEGATE</p>	<p>Junk mails Mindless TV/Social Media</p> <p>DELETE</p>

HABIT 3 : JUDGING PRICE VS VALUE

Follow the “SUPRA” Service to drive growth in your business operation.

S = Security (guarantee)

U = Uniqueness (designs)

P = Price (market research)

R = Response (chat & shipping)

A = Attention (answers & complaints)



HABIT 3 : JUDGING PRICE VS VALUE

Security (Guarantee) – Ensure your products are authentic.



HABIT 3 : JUDGING PRICE VS VALUE

Uniqueness (designs) – Create unique product designs and descriptions.

BRASOV®



**BAYAR
DI TEMPAT**
BELANJA LEBIH AMAK!



VS



BRASOV®



E
A
U
D
E
P
A
R
F
U
M

Wanita

50
ML

BRASOV Original Eau De Parfum
Fresh 50 ml Perfume Cologne -...

Rp12.500

~~Rp30.000~~ -58%

★★★★★ (485)

Jawa Barat

BRASOV Original Eau De Parfum
Wanita FRESH RED 50 ml Perfume...

Rp12.900

~~Rp28.000~~ -59% **FREE**

★★★★★ (1889)

DKI Jakarta

LazMall

BRASOV Parfum Wanita 50 ML Eau
De Parfum HALAL Perfume Spray...

| Rp12.900

~~Rp29.000~~ -61% **FREE**

★★★★★ (1836)

DKI Jakarta

HABIT 3 : JUDGING PRICE VS VALUE

Price (market research) – Compare your products' prices from your competitors.

SALE



Kunjungi Toko

BRASOV EDP 50ml (2 Botol)
MERAH / Fresh 100% Original...

Rp 38.000
Rp-50.000 **-24%**

 **Lazada** **Lazada** >

SALE



Kunjungi Toko

BRASOV Original Eau De
Parfum XX-CT-671573 004 75 ...

Rp 39.899
Rp-128.999 **-69%**

 **Lazada** **Lazada** >

SALE



Kunjungi Toko

BRASOV BRAVAS Parfum Pria
ORIGINAL 100 ML Eau De...

Rp 23.873
Rp-69.000 **-65%**

LazMall **LazMall by ...** >

SALE



Kunjungi Toko

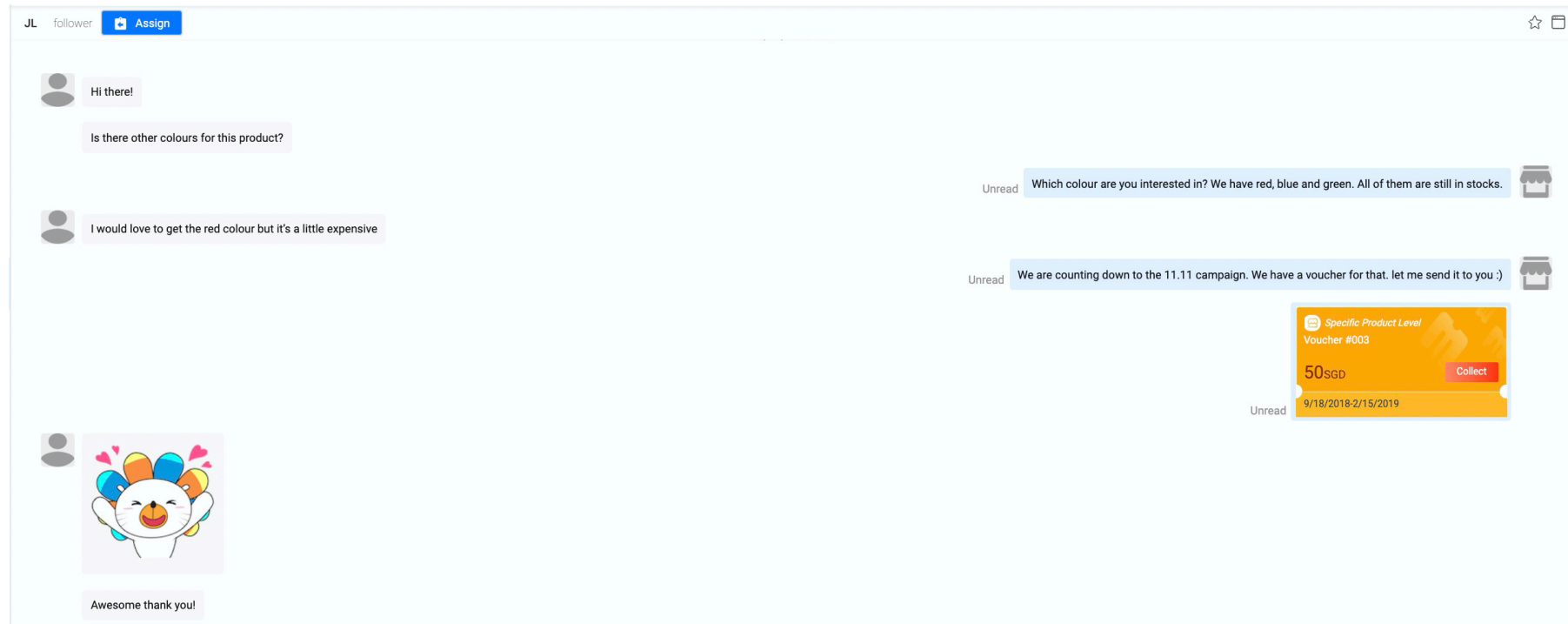
BRASOV BRAVAS Parfum Pria
ELITE 100 ML Eau De Parfum...

Rp 25.960
Rp-80.000 **-67%**

LazMall **LazMall by ...** >

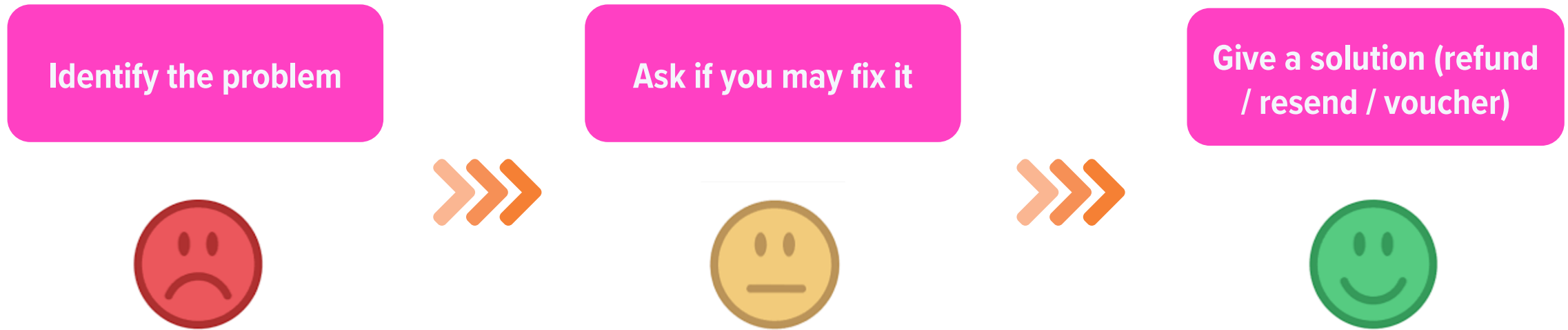
HABIT 3 : JUDGING PRICE VS VALUE

Response (Chat & shipping) – Actively communicate with your customer using chat and ensure you process orders to Ship On Time.



HABIT 3 : JUDGING PRICE VS VALUE

Attention (answers & complaints) – Pay attention to your customers' concerns and provide answer or solution.



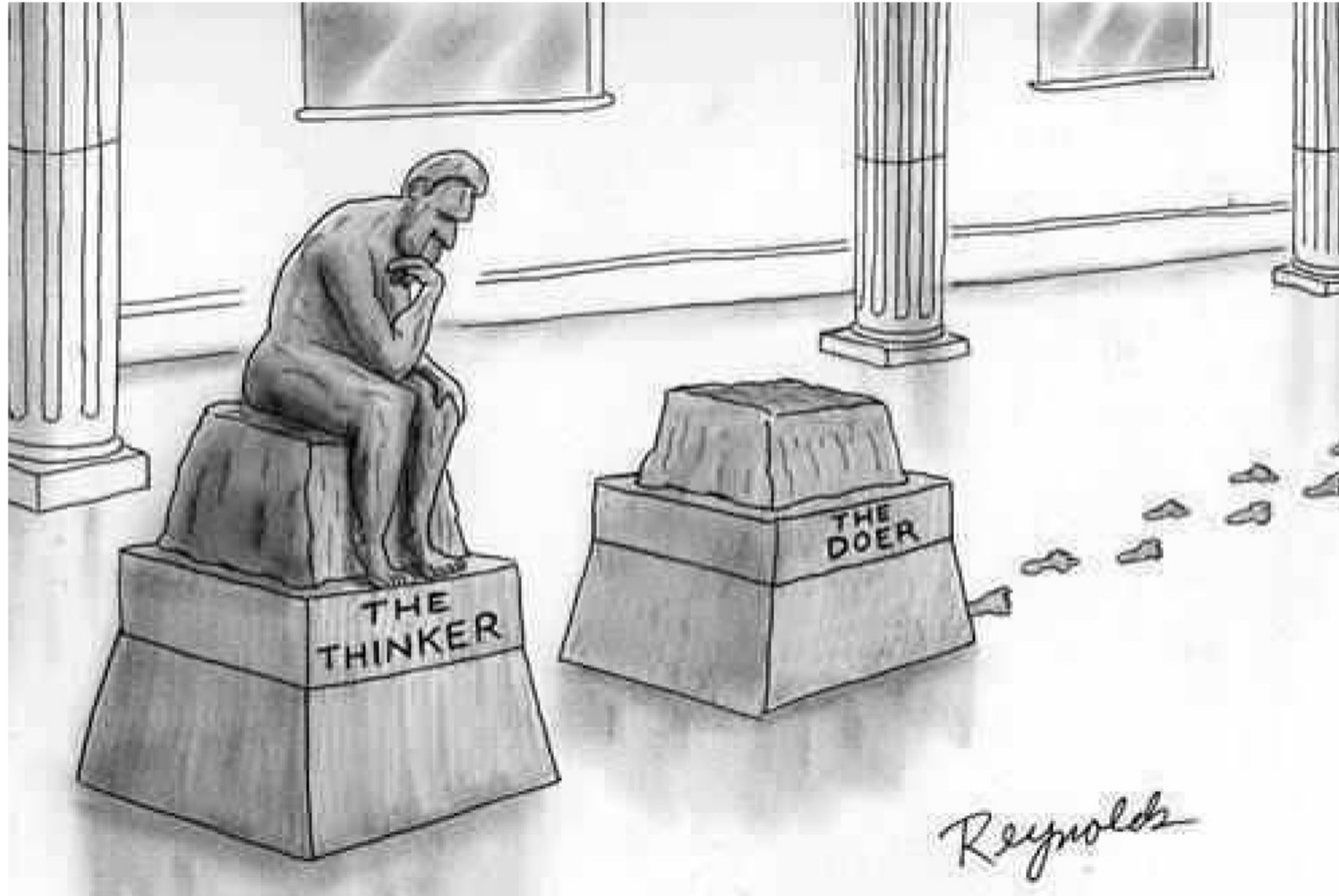
HABIT 4 : CHOOSING ACTION OVER OVERTHINKING

Use the Power of 5. These are tools that enables you to drive growth.



HABIT 4 : CHOOSING ACTION OVER OVERTHINKING

Difference Between A Thinker & Doer



HABIT 5 : ADOPT RIGHT BUSINESS MINDSET

Business Mindset with Newton's 3 Laws:

1

An object at rest stays at rest and an object in motion stays in motion in the same speed and direction unless acted upon by an outside force.

2

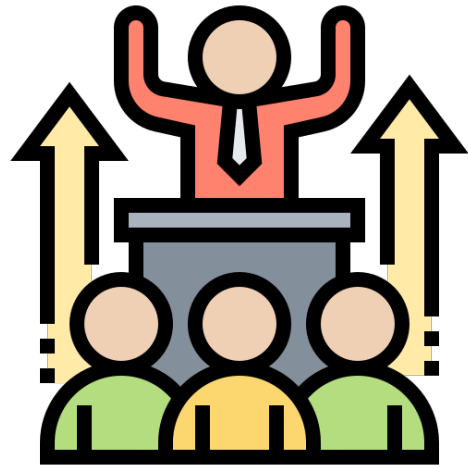
The force applied to an object equals its mass times the acceleration.

3

Every action has an equal and opposite reaction.

HABIT 5 : ADOPT RIGHT BUSINESS MINDSET

Newton's 1st Law: An object at rest stays at rest, and an object in motion, stays in motion in the same speed and direction, unless acted upon by an outside force.



Reason / Motivation



Business Growth

Be the external force to change & motivate customers to make that purchase.

Find ideas & way to convince your shoppers that your products are worth the buy! (Otherwise, shoppers will simply continue browsing & find other options)

HABIT 5 : ADOPT RIGHT BUSINESS MINDSET

Newton's 2nd Law: ($F = ma$) The force applied to an object equals its mass times the acceleration.



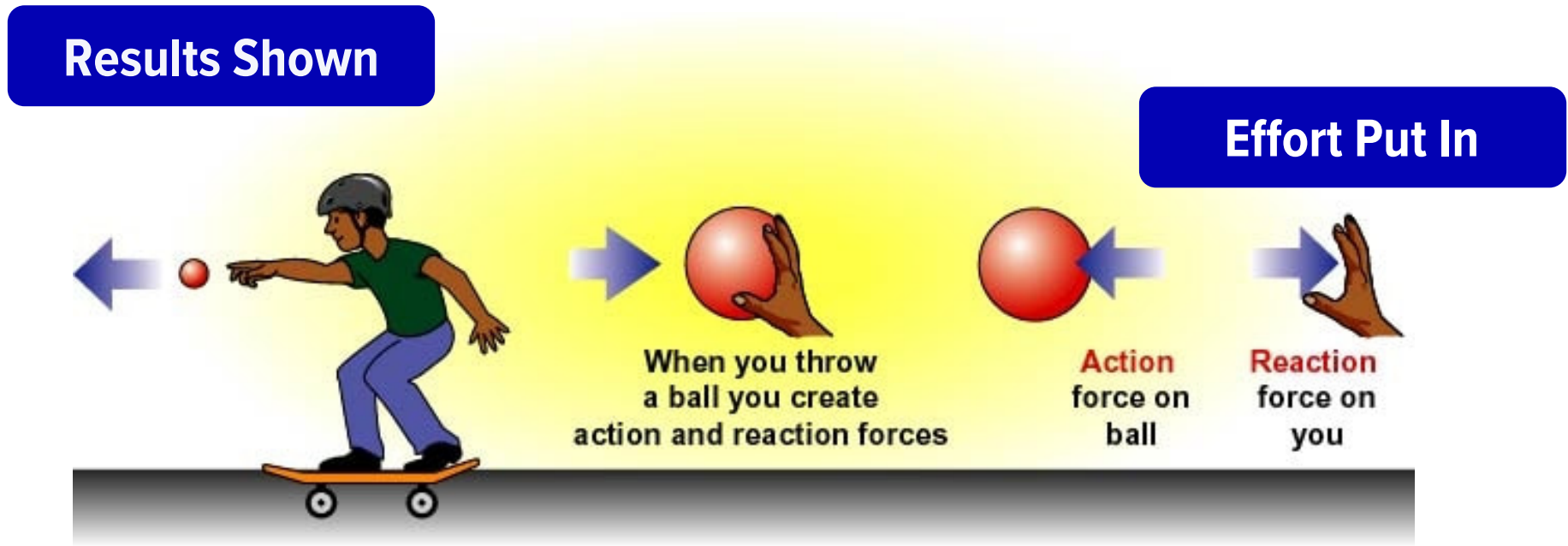
The actions that you take will correlate to the success!

Use the right tools, constantly engage your customers & maintain a strong product assortment to be closer towards your goals.

You only have a certain amount of force (actions) to provide to your business and how you use them is just as important as how hard you work.

HABIT 5 : ADOPT RIGHT BUSINESS MINDSET

Newton 3rd Law: Every action has an equal and opposite reaction.



Put in the effort to strategise, plan & act.

If you plan correctly, work hard and be patient, good things will happen and you will start to earn money.

If you don't take action and just sit and wait for something good to happen, you will likely not attain the results you want to achieve.

SUMMARY

- Follow the 5 given habits to become an effective seller and to drive growth on your business.
- Take advantage of an opportunity when it is available.
- Follow the Priority Quadrant to learn how to set your priorities during business operation.
- Follow the “SUPRA” Service to drive growth in your business operation.
- Utilize the Power of 5 tools to drive business growth.
- Adopt the right business mindset with the Newton’s 3 Laws.

BECOME A LAZADA SELLER TODAY!



 [Indonesia](#)



 [Malaysia](#)



 [Philippines](#)



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