**Marketing Skills 2**

Marketing is one of the most catchy and complex concepts that can be as an art as well as science. To have this expertise, one needs the necessary essence and experience. In the following, we will mention some of the skills needed for marketing

1. Psychological preparedness: Perhaps the first marketing skill can be found in the marketer, himself. People who like themselves can like their customers much easier, and in effect become more successful. In addition, having self-confidence and self-esteem are also of great importance.

2. Physical fitness: A healthy body as well as other capacities are important for professional marketing. A professional marketer tries to maintain good health and nutrition.

3. Product science: A complete knowledge of products can help you better communicate with customers. If you can do your job as a sales engineer, you have reached your target to a large extent.

4. Market survey: The main point here is our belief in identifying the target market and customers. In fact, one needs to coordinate himself with them, and not to sit around so that they coordinate themselves with him. Identifying the target market, the culture, religion, economic power, and other characteristics of the customers can help us in further sales.

5. Readiness to interact and influence others' hearts: As long as you can not engage constructively with your customers, you can not convince them to use your products. Customers who do not feel good about you, certainly will not give you enough time to introduce your product. So always try to get the right kind of appearance and esoteric style.

6. Readiness to learn: Elvin Toffler says: The uneducated students of the 21st century are not those who can not read and write, but those who can not learn and reverse their old lessons learned. Therefore, a professional marketer should never go unnecessarily into training, but must try to come along with the science of the day and get rid of the lessons they need no longer.

7. Readiness to be different and make a difference in the goal: To be different for the customer means that you have some thing to say in comparison with other products. The difference is usually at three levels: organization, product, and seller. At the organizational level, as its name implies, it concerns with the senior management who should try to upgrade the product brand. The product level is also with the responsibility of the management and marketing department who should try to convince the customers to buy their product. The seller's level, of course, fulfils with the necessary capacity in the seller and proper training to them; however, the seller should also try to apply these trainings.

8. Readiness to be professional in yourself and in the organization: To be successful, you need to be professional. By professional, we mean mastering and committing to necessary affairs.

9. Readiness for flexibility and application of Law of Attraction: Marketers and professional sellers have high flexibility. They consider themselves as a gatekeeper; as soon as they encounter an obstacle, they think of a new way to reach the goal. They are tireless and use the power of their creativity. They also know that they can achieve whatever they imagine and believe with conscious effort. Thus, they try to increase their skills to be the best.