



Revenue Enhancement Strategies

Sales Growth Tool

5 Things You Don't Want To Do As A Sales Person

We all are out there, trying to make a buck to support ourselves, our families, and fund our dreams.

But the fact is, that many sales people work very hard but sabotage their efforts by making one of these Big 5 Sales Faux Pas. This list is provided so you can learn and modify if you recognize yourself.

1. You focus on your product/service – instead of focusing on your prospect. Have you listened to your phone messages and your person-to-person meeting messages that you are delivering? Quite honestly, your prospect does not care a whit about how long your company has been in business, or that you have a certain Qualification that almost all of your competitors also have. Every prospect listens to WII-FM. What In It For Me? If you are not focusing on this, you are wasting your time and a lot of your energy.
2. You focus your sales dialog on the Features of your Product, instead of the Benefits to your prospect. Especially if you are selling some kind of technical product or service with lots of specs. Again the fact that your widget lasts 2 times longer than your competitors and requires 30% less service is nice, but the prospect can get engaged when you bridge those Features to the corresponding Benefits of “... and what that means for you is, using our Widget will give you a 25% lower Total Cost of Ownership, so you have more money for other options. Does that interest you?”
3. Let's Qualify these Benefits. People are still people, and have been the same for thousands of years. We all want a nice life for ourselves and our family, and we want “stuff”, and we want to enjoy our life, and we all hate anything that causes us “pain”. Did you know that a prospect will buy twice as often and twice as fast if you can show that person how to remove a “pain” that they have now, instead of getting a future Gain that may be very nice, but they can put off for now. They don't have to have it now. If they have a toothache, they need the Dentist now. How can you help your prospect to find their toothache?
4. This gets us to the Art of Questioning. Most sales people ask a few questions, but then find themselves, again, going over mostly Features with the Prospects. They think that if they just understand that they “have to have this” then they will suddenly see the light, and buy. It doesn't work that way. You need to let the prospect talk 80% of the time. How do you do that? You ask well thought out questions. Questions that lead the prospect to their own conclusion that they do, in fact, need your product/service. Really pay attention to this. This can impact your sales results significantly over a year. It takes focus, practice, preparation – you just can't wing it.
5. When you direct the prospect to help them self-discover their Pain – then you need to get down 2 levels below that. Some of your people are not producing the results you expect, so what



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does that mean? And what does that mean? Keep asking until you find emotion! When people have a choice, they mostly buy on emotion, and justify with logic. So if your sales presentation is graphs and numbers etc. you are missing the personal feelings behind them. People will not openly reveal their emotions to a stranger, so that is why you have to “lead” them with the right set of questions. Once you strike a nerve, go down 2 levels deeper.

We hope you seriously take just one of these points. Ask a friend to help you evaluate yourself over a cup of coffee. Pick someone you know will be honest. Decide how you will change. Write that down and put a date on it and sign it. Then make a set of steps to get there, and just start doing it. Commit to doing just a little every day, and every week stop and evaluate how you are doing vrs your plan.

If you follow this Process, you will start to see improved results in short amount of time. You will have More Control over Your Sales Results than you do now.

Then go on the the next point and repeat this Process. You are on your way to more sales, and whatever that means to YOU.

Good Selling! Frank Hood Revenue Enhancement Strategies