

21

COMMON MISTAKES MADE BY SALES PERSONS

“PATHWAY TO SALES MASTERY”

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First Published in May 2020

Published By:
Kalon Maple Publishing
+91 9665 609 444

ISBN:

Price:

Cover & Layout Design:
Mrunaal Gawhande
Editor:
Vivek Gawhande

Distributed by:

Paperback: amazon.com, amazon.in, flipkart
E-Book: amazon.in/com, apple (ibooks stores in 51 countries), barnes & noble (us and uk), scribd, kobo, and blio, overdrive (world's largest library ebook platform serving 20,000 + libraries), baker & taylor axis 360, tofino, gardners (askews & holts and browns books for students), bibliotheca cloud library (3,000 public libraries) and odilo (2,100 public libraries in north america, south america and europe) +
paperback

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dedication

***“Everyone makes mistakes,
but only those grow who analyze”***

Acknowledgment

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***“Life is all about learning, what better than to learn
from Mistakes”***

INTRODUCTION TO 21 COMMON MISTAKES

*“Mind is what holds all the power,
You just set the bar for yourself”*

From time memorial, it is known that Selling skills are the most important personal and business skill. In other words, selling skills is the most crucial life skill.

As human beings, we are social animals and our natural instinct is to live in groups. It is this innate nature and tendencies which have helped the human race to thrive and totally dominate the planet earth. When there is human interaction then the skill and ability to influence, persuade, convince win over ability which is nothing but Selling Skills are of paramount importance.

Every leader in every sphere of life who has been able to occupy any office of power is due to the above skills.

Incidentally, no human being is born with the selling, alias influencing alias persuading skill. These are learnable skills that any human being can understand, learn, and master through consistent and persistent practice.

Unfortunately due to the total ignorance, superficial thinking of the general population the word *“selling”* is a highly discounted word and perceived and labeled as a lowly disrespectful profession. Also, our education system completely neglects in teaching students about this valuable life skill. The underlying huge benefits are of the psychosocial and boosting emotional income, relation income coupled with high financial rewards of the selling profession is not known to the majority of the people.

The research shows that eight out of the ten people who set out on the career of selling, dropout due to the fear of rejection and failure. The all-pervasive, universally prevalent and life negative emotion *“fear”* prevents most people from pursuing the effort to learn and master the most important life skill.

Fear, which is nothing but anticipated imaginary pain wins over most persons as every rejection, every pain is taken personally and made into an ego issue.

As we know, ego is nothing but Edging Growth out, Edging Goodness Out; Edging God Out also becomes the biggest barrier in the above pursuit of learning the life skill.

It is the cardinal truth that for one to master selling skills the foremost sales that one had to make is sales to oneself about the importance to learn and master this skill.

As Selling is a purely learnable skill and nobody is born with it, for a human being to understand, learn, and master this skill every individual has to learn the Art and Science of this life skill. As, with any skill it can be upgraded, sharpened only by continuous practice.

First one has to understand the science of selling in terms of the Stages, Steps, Skills, Systems, and Strategies of selling and then practice it, review it, redo it till one becomes excellent in this ability. Success in this endeavor is never gained overnight.

The constant learning, unlearning, and relearning process gives countless failures, mistakes, setbacks. It's only you who breakthroughs taking every failure as an attempt in learning and every mistake as a stepping stone to success, moving up the ladder to hone up the selling skills.

Unfortunately, our society and more so our educational system has conditioned people to view mistakes as crime, and has plastered it with guilt, fear and shame. There is a lot of pain associated with mistakes. Most humans want to avoid trying out new things, attempting unknown unfamiliar terrains in the fear of committing mistakes. Instead of viewing every mistake as an opportunity to learn, grow, improve, advance it is riddled with guilt, shame, reprimand. This is the reason why over 90% of humans lead a very mediocre life as they are cocooned in the safe haven of their comfort zone.

Most do not realize that when you leave your comfort zone you enter your creative zone, a place where you are more alive, alert, curious, resourceful, and responsive and thereby grow and progress.

In this process, you do make mistakes, learn from it and grow. Neither admitting mistakes nor learning from them is what most do and let the creative side be in the mirk. Moreover, the society never wants you to fail, learn, grow, they just want you to follow without any if's and but's!

Actually, for humans to accelerate their growth and to unleash the potential they need to make new mistakes, different mistakes and learn from it and grow.

In this book titled “*21 Common Mistakes done by Sales Persons*” the objective is not to point out the mistakes of the sales professionals but to give a clue to them to view at each mistake highlighted and check whether consciously one is making it, is one aware of the same. This book can be viewed as an introspective, reflective book for every sale professional to check whether it can be a book which can help him take his selling effectiveness, productivity to the next level.

It is said that you should learn from one's own mistakes but it is much wiser to learn from observing the other people's mistakes and keep on growing. It is said that awareness is the first step to progress.

Objectively look at each mistake highlighted, reflect on it from your personal experiences and wherever, identified put an empowerment process in place to set yourself on the path of growth, progress and mastery of selling skills, the most crucial life skill in your life.

INTRODUCTION TO MASTERY

“Seeking Comfort in easy, such a Hard Job these Days”

We human beings have infinite potential and have the capacity to achieve anything that one desires. What stop the human being from touching mastery, greatness is their own self -created barriers in the form of harboring and nurturing limiting beliefs acquired through conscious and unconscious conditioning.

As they say, every master was once a disaster or just average and ordinary. It is one's own resolve to commit oneself to excellence fueled by a deep intensity of purpose which sets one towards the journey of mastery.

It is absolutely ok for us to be ordinary from the worldly perception in the journey to become extra-ordinary. The journey involves stretching oneself to go beyond one's limits and confines of the comfort zone into a creative zone.

As it is said that, ***“for an individual to touch Mastery in any area, vocation or profession, one has to invest 10,000 hours of dedicated unidirectional efforts.”***

“In this pursuit of Mastery one needs to consciously put oneself in an environment where the people in your ecosystem demand more than what you would normally settle for.”

Such an ecosystem would condition you to give up mediocrity and always strive for excellence in whatever you do.

As it is said, ***“How you do anything is how you do everything.”*** To pursue mastery which is more of a process than a destination you are always open, receptive for new ideas as also have compassion for self and accept oneself and view the self as unique, able, capable and a force to reckon with.

This sense of oneself being whole, complete, powerful, and magnificent stops one from even envying and resenting other Masters and opens up an opportunity to learn and grow. Looking up to and getting inspired by other **MASTERS** is a key in one's journey of excellence.

A person on the path of Mastery in any area is always open to correction without invalidation. For such a person's committing mistakes or failing is never a roadblock. From every mistake and failure, one seeks the opportunity to learn and grow. His/her attitude is to make new mistakes and different mistakes fast without repeating any of them and in the process to accelerate one's growth and progress.

I being one of the believer of the fact ,that human beings are meaning-making machines and most of the time tend towards giving negative disempowering meaning often laced with emotional stories, incomplete one's could count too.

Unfortunately "*Mistake*" is given the wrong meaning of setback, incompetence, incapacity, etc. which is what prevents most humans to confine oneself in the comfort zone thereby stunting one's growth.

In fact, my take is that an individual's progress, especially students in the educational institutions should be offered grades depending upon how many new ideas they worked on and made mistakes, had failures, learned from them, and have grown. Institutions could actually help students to make the most of them in their growth years by nurturing their ideas and encouraging them to blossom.

All great inventions, discoveries in the world have happened through this mindset and attitude. The legendary Thomas Alva Edison and his story about the incandescent bulb invention is a classic example. In this book, I have enlisted *21 common mistakes made by salespersons*.

In my pursuit to touch Mastery in selling which I strongly believe is the most important personal skill and business skill, I have identified *21 common mistakes done by salespersons*.

The intention is to create awareness about the same among the sales professionals, entrepreneurs, business owners, etc. who can then introspect, learn, and grow to keep these 21 mistakes highlighted as **reference points**.

I also strongly believe that selling is an absolutely life skill which is knowingly, unknowingly used by each and every human being in his daily life during every human interaction.

Selling, which is nothing but persuasion, influencing is indulged by each one of us while interacting with other human beings in our family, neighborhood, offices, community, and society.

Hence studying, learning, understanding, and mastering this most important learnable life skill will help every human being to truly consummate this beautiful human life we all are blessed with.

This book and my earlier released book *“The Sales Master”* –the 21 key elements to winning the game of life and selling is a humble effort to help the reader to learn, understand and master the most potent, learnable skill of Selling.

***“We enjoy others failures,
but expect others to moan on ours”***

1.

RATIONALIZE SALES CALLS FAILURE

“Hurdles’ will always come in your way, run smart”

One of the major mistakes sales people make is that they try to rationalize a failure that happened in a sales call.

Instead of taking responsibility, they try to Justify, Blame and Complain. This leads to denial and they eventually stop making calls or quit the profession.

Rather than spotlighting on whether one lacks in it, the focus is on the faults, short coming of the prospective customers.

Those losing out the opportunity to improve, correct and grow get into blame game, a very disempowering tunnel. The result would be acrimony, lost sale and lowered energy.

The moment a sales person gets to rationalizing, he absolves oneself from any responsibility and thereby loses the opportunity to introspect his/her strength, weaknesses, faults, gaps, mistakes and thereby puts a stop to his self-Improvement, growth and progress. He or she blames the customer, environment, outside factors, thereby blinds himself/herself with ego, a very dangerous self- created barrier for success.

“Every person has issues, but there’s a fix always”

2. SALES CALLS BEING MONOTONOUS WITH SAME PITCH

*“Understanding the needs,
is a sales person kind of approach”*

Instead of understanding that, *“every customer is unique, different human being with idiosyncrasies, approaching every customer alike.”*

The routine boring non creative, have to call mechanical approach, leads to poor sales productivity.

The need, desire, problems of each customer is different and one cannot have one presentation fit all thinking.

This monotonous approach also impacts the energy level, confidence, enthusiasm of the sales person and his ability to make more calls.

As selling is the transfer of one's enthusiasm. In our products and services, to the customers there is a dip in the same leading to dip in sales.

Every customer being human is an emotional being and hence subject to mood swings, temperament. Hence, to engage, communicate with such being you need to be keeping your approach, presentation, fluid matching with the customer's state.

Most mediocre sales person have robotic, mechanical presentation leading to no results.

“Being always on roads may not work, try off-road”

3. BE A LOP SIDED PERSONALITY

*“The one,
who gained,
had a losing streak.”*

Rapport building is the most important step in selling.
Rapport building is an outcome of one’s ability to be fully 100% with the customers world followed by ones attitude to be interested instead of being interesting. One should endeavor to find and strike commonality on some non-professional areas with the prospects.

Being lop sided means not taking interest or non-cultivation of outside interest in non-professional areas like hobbies, social and extra- curricular fields like sports, cultural, socio political, events etc.

Sales being a dynamic field with human interaction, where the emotional elements are high or are involved. A dynamic sales person should be alert, curious, resourceful and responsive and need to be having interest and know how on varied professional and non-professional areas in order to be able to converse with a client in any subject of clients interest.

“What helps to grow, stick to that, never lose ..!”

4. NOT REALISING AND USING THE IMPORTANCE OF FACTS AND FIGURES.

“Be the Cloud walker, who doesn’t fear the lightening”

What gets measured gets managed and remembers numbers do not lie. Accurate measurement of the performance of overall sales territories are as also the individual sales person is very critical.

Every aspect of the performance, starting from the number of sales calls, number of enquiries number of orders, the payment receivables, profitability per order etc. are critical to take a review as also to initiate rectification measures. Timely rectification measures can help remedy situations. The trend analysis and its accuracy is feasible only with the accurate facts and figures.

It is also very essential for periodic, continuous review of the sales performance in all the lead measures like number of potential customers met, enquiries, quotations, orders, payment received, referrals, and testimonials to be measured to keep the sales person on their toes.

“Analyzing one’s shortcomings, and improving leads to a better performance in any field”

5. IGNORONG THE LAW OF ATTRITION AND THE LAW OF AVERAGE

*“There’s much more room to learn new
and groom the old”*

Law of attrition states that in a given year any business organization is going to lose a certain number of clients due to various reasons, both controllable as well as uncontrollable.

The percentage of loss of customers can vary from 10-20%.

To make up for this loss of revenue, Income and profits one needs to keep on looking for new potential customers on a ongoing basis.

The pipeline for new prospect identification, approach, acquiring process should be ongoing. This safety net is what would ensure sustained growth of the organization.

The law of average in sales states that if a sales person contacts 10 prospects he is likely to get 30% positive feedback. Hence, the conversation and acquisition of new clients would depend upon the number of new clients contacted, approached.

More the contacts more is the likelihood of conversion. In short, there is no substitute for hard work.

“Hard-work comes with some shortcomings, but the struggle is always real”

6.
**NOT GIVING IMPORTANCE TO SALES
TRAINING
AND CONSTANT LEARNING
& IMPROVEMENT FROM INTERNAL
AND EXTERNAL RESOURCES**

“No, Never, naah..! Are not always consistent”

Selling is a mixture of both arts and science. It is a learnable skill. The rate of change in the business.

**I x T x C = INFORMATION x TECHNOLOGY x
COMPETITION**

In order to keep pace with the rate of change every sales person has to also keep abreast of all the changes in the above fields. Any lag in one's upgradation would leave you behind.

We also need to realize that selling is a unemotional contact game and we are dealing with human beings who are also evolving.

The thinking of baby business generation is different from millennial etc. The six cylinders of knowledge namely Economy, Industry, Company, Products, Services, Selling skills, Attitudes are all dynamic subjects which are constantly evolving and one needs to keep abreast of the latest development.

Similarly, one of the best way to upgrade oneself is to learn from the best practices from both within the company and from outside.

If a person has an open learning mindset he can Ask, Seek and Knock at the best performers especially from the inside of the company and learn the best practices and thereby better ones performance and productivity.

“Evolution always leads to new ideas and beginnings”

7. TAKING “NO” FOR AN ANSWER TOO QUICKLY

“Every moment is unpredictable, hold on!!”

Fear of failure and fear of rejection are the most predominant fears in the sales fraternity.

It is said that eight out ten new sales joiners quit selling due to their inability to face the fear of failure & rejection.

The main psychological reason is because they take the failure and rejection personally. They do not realize that every customer is human – a bundle of emotions and hence highly unpredictable and subjective.

The customer “NO” can never be a permanent “NO”. It is for that instant and for that proposal and presentation. It can change the next hour, next day.

Also “NO” actually means **NEXT OPPORTUNITY**.

This should only motivate a sales person to review his proposal and presentation to address the needs, desires, and problems of the clients in the proper order as per the individual customers view.

Every successful sales person knows *SW SW SW WN* –
“Some Will, Some Won’t, So What, What Next”.....

*“In the race of acquiring big things, we lose the early
important/little ones”*

8. CONSTANTLY HARPING FOR A BROADER RANGE OF PRODUCTS

*“Some least desirable things
can also give you the kick”*

One of the common rationalization, justification underperforming sales person is to point at the products the company does not have.

Instead of focusing on the product range that the company possess they point out and demand new product development.

This is mainly and generally done to divert the attention from the underperformance of sales. The product range focus is just a scape goat.

Many a times, it is seen that where those product range gets developed still there is under performance.

Actually a broader range of products leads to the sales in a forced inability to do justice in giving the needed attention to generate the sales.

These incessant unjustified demands for broader range can lead to huge costly inventory, wasteful R & D expenditures and sometimes distraction from the needed efforts to promote the profitable fast selling products of the company.

***“Pay attention to what you do,
everyone carries their own burden”***

9. NEGLECTING BUYING INFLUENTIALS

*“Make mistakes, fail, continue;
at least you won’t be the one who never began”*

It is said that buying decisions are usually made emotionally and later justified logically.

It is important to remember that sale happens always in the buyers mind and not in the sellers mind.

Many at times, it may appear that the buying decision is being taken by one top person. But invariably it has been seen that whether in retail sales, institutional sales, corporate sales or Governmental tender sales, there are many members who can influence the sale and determine who is going to get the order.

It may be as junior as a clerk, store keeper, P.A. or Secretary, whose opinion the final decision maker values and gets influenced in taking the final decision.

Hence sales person should be observant enough to notice, address and please those critical influencers to keep them on their side.

“Wishing for something, and working for it; makes all the difference”

10.
**DUCKING DISSATISFIED CUSTOMERS
& SO CALLED DIFFICULT UNFRIENDLY
CUSTOMERS**

“Pushing your limits, is what Heroes Do”

It is said that one happy satisfied customer can get you five more enquiries or sales but one dis-satisfied customer can take away hundreds of your potential customers.

Many a times, a complaining customer is usually a loyal customer who wants to continue giving your business and is pointing out a gap in your products and services urging you to rectify the same in order to assist him to continue to give business to you.

According to research 7 out of 10 dissatisfied customers do not even connect with you again and have already taken their business elsewhere.

Hence, when there is a complaint from a dissatisfied customer, one should, at the earliest contact him and do the best to rectify the complaint and satisfy him again.

Similarly, many a times sales people are reluctant to approach reserved, unfriendly clients and prospects. It is important to understand that it is their nature and if you can get them as your loyal customer such customers are unlikely to be lost and they will be equally unfriendly with other competitors and hence not easy to shift.

***“The Most Unfriendly customers,
could be you most loyal one’s”***

11.
**NOT VISITING CUSTOMERS CUSTOMER
AND THERE BY REAP GREATER BENEFITS**

“You Beef Up every time you fall..!”

In sales it is very prudent to retain all your customers, more so your high potential profitable customers.

Also, every sales person should remember that repeat sales are more profitable and with every cycle of sales the trust level goes up leading to increased volume and value of sale bringing in very healthy margins. In order to maintain this close partnership like relationship the sales person, if he takes the extra efforts to visit the customer’s customer to find as to how his products and services are performing and if they require any further value addition of services.

All such feedback back to the customer would further enhance the trust level of the customer making him your loyal customer for life.

In actual, very few sales person take this extra effort.

Many a times, the 'A' class customers are taken for granted and neglected and hence lose them. It is important to remember that my 'A+' customer is my competitors' prime target.

***“You don't get to bemoan after losing knots
With older ones”***

12. IGNORING OLD CUSTOMERS AND FORGETTING THAT OLD CUSTOMERS ARE YOUR GOLD MINE

*“In the Darkest of times,
even a drop of light gives hope..!”*

According to research, to generate the first sale from a new customer usually takes on an average 5-7 personal calls.

Each of the personal calls are very expensive amounting to thousands of rupees per call. Also, generally the first sale which one gets from a customer is small as the trust level is still low. Most of the times the profit accruing from the first sale does not even cover the investments of the calls made. It is only from the repeat sales the profits starts to rise.

The research shows that 78% of the sales persons do not call back on their old customers for sales and hence, lose them and go in search of new customers.

From old customers you can also get referrals and testimonials apart from the repeat profit sales. This mistake is one of the reasons for poor sales productivity.

***“The World never stops for anyone,
You have to do that yourself”***

13.
CONSIDERING CUSTOMER AS GOD
AND
THEREBY LOSING A BALANCED SELLING

*“Be optimistic,
if you want opportunities to be seen”*

Selling is defined as a transaction or exchange of ones goods and services for money, based on the principle of mutually beneficial, mutual respect, WIN-WIN transaction.

The underlying principle is WIN-WIN, where both the seller and customer gains are benefitted. If the sales person considers customers as god then his negotiating power gets compromised and there is a sense of subservience.

The right paradigm is that the customer is a professional friend with a righteous intent to provide high quality products & services to fulfill the needs of the customers and to get appropriately compensated with the right sum of money.

Many SME companies get exploited to the above wrong thought process and customers treat them as beggar's & get ill-treated.

Every salesmen should know when to say 'NO' to a transaction without breaking relationships.

The tenet is WIN-WIN or next deal.

***“You won't overcome failure,
if you don't have a firm determination to succeed”***

14.
**KEEPING ON SERVING CONSISTENT
NON PROFITABLE CUSTOMERS
AND THEREBY NEGATIVELY IMPACTING
THE LIFE LINE OF AN ORGANISATION –
THE PROFIT**

*“All things are negotiable,
when the speech is polite”*

PROFIT is the life line for any organization. Without profit organization cannot sustain themselves, nor grow, nor survive in today's environment.

Research shows that out of 10 new business 8 close down in the first 3 to 5 years due to no profits and cash flow.

According to a Harvard research paper, on an average, every organization should fire 10-20% of their customers every year due to their non-profitability.

Most organizations are investing their scarce resources to service many such non-profitable clients for a protracted period of time.

If such customers are let go then the freed resources can be used to identify, acquire new profitable customers.

Remember ***“Nature abhors vacuum”***.

Normally most sales people protect such non-profitable customers harming the company prospects adversely.

***“Encountering Defeats; Being Defeated,
a thin line exists”***

15.
**FORGETTING THAT ALL TERMS OF
SALES ARE NEGOTIABLE
WITH ALL CUSTOMERS**

“You may win or lose, be confident”

Many large companies impose quite harsh and adverse terms of sales on gullible sales persons and their organizations.

Most sales persons focus only on the price and overlook other terms of sales like packing, freight, delivery period, taxes, pre dispatch inspection, payment period etc.

Each of the terms have cost implications which the sales person is unaware of.

The customer imposes there adverse terms under a pretext that it is the standard company policy.

The fact is every terms of sale is negotiable and if the sales person is alert, competent and resourceful he can get it altered to make it a WIN-WIN situation. Most sales persons become euphoric with the purchase order without realizing that the customer has imposed those harsh adverse terms, taking away all the profits making it a WIN-LOSE transaction.

***“Life never demands perfection,
It demands consistently”***

16. NOT REVIEWING SALES CALL FAILURE

“Yesterday’s Impossible is today’s Passion”

At the onset FAIL – First Attempt In Learning.

“WELL EXPLAINED FAILURE ARE BETTER THAN UNEXPLAINED SUCCESS”

The sure shot way to keep on improving ones effectiveness is to review the sales call performance immediately after the call.

In the review one needs to check ideally from a standard format as to which stages, steps of the call was done well and what was not done well. Also, one should objectively and dispassionately review the reason for not achieving the pre-determined behavioral action (PDBA) from the call.

The context for analyzing the call failure, whether done individually or with ones' supervision is to attempt continuous and never ending improvements.

Every failure is a learning process and is a stepping stone to success.

But, most sales person either do not do the review process and usually get in to the disempowering tunnel of Justifying, Blaming, Complaining against the Prospect, company market etc.

Thereby, running away from responsibility and the consequent scope for improvement.

***“Success is just the other side of coin,
you forget to see”***

17. NOT REALISING THE IMPORTANCE OF REFERRALS IN INCREASING MARKET SHARE

*“What are you goals..?
Because they matter”*

One of the biggest gains from a delighted customer is your right to ask for referrals and testimonials. One of the biggest barriers which stop a prospect to give an order to a sales person is the ***‘Lack of Trust’***.

Trust builds when the customer experiences the delivery of results by the products and services as promised by the sales person.

It is said that 1 referrals =15 cold calls.

When a satisfied customer gives a referral of his acquaintances to a sales person he is putting at stake his credibility and relationship.

The higher the credibility and status of the referee, greater will be the **'Trust'** ,greater advantage. It is said that the sales consummation process can drop down from 5-8 calls to 1 or 2 calls due to a strong referral and testimonials.

Many sales persons do not ask for referrals and testimonials thereby compromising on their sales productivity.

“The ones who live up to their words, are respected”

18.
**NOT FULLY UTILIZING ALL THE
RESOURCES OF THE ORGANIZATION LIKE
SENIOR VISITS, TESTIMONIALS, PAST
BREAKTHROUGH ACCOMPLISHMENTS**

“Be the Story, that everyone would like to read”

Selling involves both the emotional mind of the buyer as well as logical reasoning. It is said that human beings decide emotionally and then justify using logic.

Hence, it is essential for every sales person to use all the third party published proofs, testimonials, social proofs. All documents should be kept ready after studying them for use at the appropriate steps of the presentation. These are like the ammunitions of the soldier to be used at the appropriate times.

Similarly the senior's visits, their expertise, experiences, knowledge, skills and presence should be used by every sales person to convince his customers and get sales. It has been seen that most sales persons do not fully leverage the above resources adequately and thus bear the consequence of stunted sales.

Ideally they should fully understand, comprehend, use the above resources and use them to achieve the personal and organization sales targets.

***“Everyone has a story,
hustle,
grief..!”***

19. LACK OF OBJECTION HANDLING SKILLS AND NEGOTIATION SKILLS

“Give them Quality, you will get the Price”

It is said that the sales person remains an amateur or novice till he masters the objection handling skills and negotiation skills.

The objections normally pertains to the products, features, benefits and negotiation deals with the commercial terms of the sales process. For a professional sales person an objection is a positive sign of interest by the prospect. He/She systematically used the seven steps of Pause and listen, Probe gently, summarize, isolate the objection, locking the prospect, answer the objection and stimulate actions to fructify the sale.

Similarly, while negotiating the commercial terms one uses the nine most powerful tactics of prepare, do not go first, permission questions, share reason why, be dumb, magical ask, factor juggling, prepare to walk, relationship closing.

Most sales persons do not spend enough time to master these two vital selling skills, making them mediocre in the process. Most sales people do the machine gun selling just parroting and blurt out memorized presentation leading to poor selling effectiveness. Due to lack of negotiating skills most sales persons end up with very adverse sales terms and hence compromise on profits.

***“Invest time in yourself,
that will give you the most pleasure”***

20. GET BOGGED DOWN WITH ONLY PRICING WHILE SELLING

*“Surviving with the odds,
making them even is what leaders do”*

It is a human nature as a customer to get the best bargain. It is almost universal customer psychology to always seek a discount in pricing. It is said that Quality and Pricing are like the two sides of a balance. It depends upon which side a sales person is able to impress more on the customer proportionately the other side goes up. Every consummate sales person will talk about the Feature, Advantage and how the myths about sales are irrelevant.

The customer is made aware to so much value, benefits that he/she does not bother about price.

On the other hand most sales persons get bogged down by price factor, discounts, lower cost, long credit period etc. One may not realize that there is no end to price war.

If the sale is made only on the basis of price then his competitor can out beat him by lowering the price more. This is a never ending process leading to very unhealthy, short sighted strategy. Lower prices lead to lower profits or no profits thereby risking the survival of the organization.

***“The life cycle is simple, but to stick with it the
requires lifetime”***

21.
**NOT SHARPENING THE SIX CYLINDERS
OF KNOWLEDGE CONTINUOUSLY**

*“Your Positive approach
is going to create a mark on people”*

What differentiates a professional sales person from an amateur is the command over the Six Cylinders of Knowledge namely, Economy, Industry, Company, Product & Services, Selling Skills and Attitude. Each of these subject matters needs to be studied kept updated by every sales person.

This is what leads to consultative form of selling.

When a sales person is thorough and updated with each of the above areas then he is able to deal with the customer in a holistic manner being fully equipped to answer all the customer's needs, desires and problems.

The mastery over the above cylinders make the sales person look like a authority in that subject leading the person to a way of being liked, respected, trusted by the customer. In such a type of relationship and rapport the sales happen seamlessly and effortlessly. On the other hand most sales person do not keep updated on the above crucial six cylinders of knowledge and thereby struggle in the sales process with a lot of rejection and failures.

*“The nightmares of failing come real,
So does the Dreams”*

About the author

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COMMON MISTAKES MADE BY SALES PERSONS

About the book

