

# The 5 Biggest Mistakes That Sales People Make.

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If you are making any of these mistakes within your sales process you will have trouble closing sales.

# Mistake #1: Insufficient Product Knowledge.

This is where it all begins, “Product Knowledge.” You need to know your product or service better than anyone else in your market niche. You need to be an expert. When you don’t know everything about your product or service, you are going to miss sales. When the customer asks questions about your product or service that you don’t know the answers to, odds are good that you are not going to close that sale.

Now you may be thinking that this is an obvious mistake that most sales people would not make. And yet there are sales people out there talking to prospective customers trying to close sales that don’t possess expert product knowledge. You need to be an expert.

## Mistake #2: Selling Without a Sales System.

This very common mistake will prevent you from having a high closing ratio. A sales system is a must if you want to close lots of sales and make the big money. Systems create consistency and insure you are doing everything possible to close every sale. Every customer gets the same quality sales presentation and every customer is handled with the same persuasive closing techniques, including referrals.

Without a sales system you are out there just winging it and you're closing ratio will suffer. With a good sales system you can double your closing ratio and maximize your income.

# Mistake #3: Not Anticipating Customer Objections.

When you are aware of what objections the customer is likely to have you can be prepared to handle them with proficiency. This is a key component of a good sales system. Knowing what the possible objections will be and having the rebuttals ready so that you can close the sale.

And, when you sell with a system you have already handled most of the objections with a thorough product presentation. Selling with a system helps you overcome sales resistance and streamlines the closing process. "It is the Holy Grail." Give me an average sales person and I will take them to the level of outstanding with a good sales system.

# Mistake #4:

## Not Adhering to the 80/20 Rule.

Here is the **80/20** rule. “Spend 80 percent of your time selling and 20 percent of your time closing.” Most sales people have this formula backwards and spend 20 percent of their time selling and 80 percent of their time closing. There is a saying in sales these days, “Close, Close, Close.” Or, “Always be closing.” What it should be is, “Sell, Sell, Sell.” Or, “Always be selling.”

When you spend 80 percent of your time selling, the closing comes smooth and easy. How do I know this? “Forty three years of sales experience combined with thirty years of sales management experience is how I know this.”

With a good sales system you will be selling 80 percent of the time and laying the necessary ground work to close more sales. Sales systems guarantee consistency, effectiveness, a high closing ratio and more money in your pocket.

# Mistake #5:

## No System for Capturing Referrals.

You need a system to capture referrals. OK, you made a sale, great, but where is your next sale going to come from? When you have a system for capturing referrals you don't have to worry about your next sale. You can use your customer's center of influence to make your next sale.

I prefer to work in a warm market verses a cold market. With a system to capture referrals you could be working in a warm market most of the time. This will increase your closing ratio exponentially. What if you could capture 3 to 6 referrals from every customer that you made a sale to? Capturing referrals is a major key to sales success and making the big money. If you are not capturing referrals from every customer that you make a sale to, you are leaving big money on the table.

## **Conclusion:**

There are other mistakes that sales people make during the sales process, but these five mistakes are major and most sales people are making at least one of them. Many sales people are making more than one and some are making all five.

I hope you have found this report helpful. For more information you can contact me via the contact form on the website, here is a link, <https://dynamicsalescoaching.com>



***To Your Sales Success:***

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