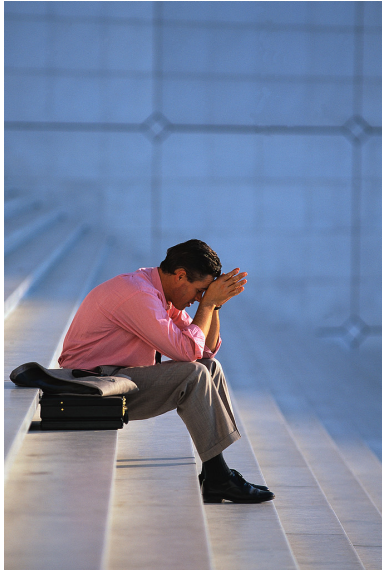


Why Salespeople Can't Sell

7 Reasons Why Salespeople Fail and What You Can Do About it



1. They Don't Believe in their Product or Service

Most salespeople, if they saw their own presentations, wouldn't buy from themselves. The primary cause is that the salesperson isn't 100% sold on the benefits of their product or service. And if they're not, it's almost impossible to convey it to a potential customer.

2. They Don't Believe in Themselves

Even the most successful salesperson fails, on a percentage basis, far more than they succeed. Indeed, in many industries, one sale for every fifty calls is good! Many salespeople, especially over time, take this type of rejection personally and worse, develop a negative attitude about themselves and the job.

3. They Are Not Emotionally Involved

Selling is a transference of emotion between the seller and the buyer. An effective salesperson must be emotionally excited about their product or service and how it can help the customer.

4. They Don't Make Enough Calls

The principal frustration of any sales manager or director is that their sales teams are simply not making enough calls. Why? See reasons 1-3 above.

5. They Call on the Wrong Prospects

Qualified prospects are five times more likely to buy than unqualified prospects. Salespeople often spend a lot of energy chasing down the wrong people, only to be disappointed in the end.

6. They Don't Have a Plan

This is one of the most important elements, but also the most fiercely resisted by salespeople. Successful salespeople have a daily plan that they follow religiously. Without a plan, they are like fish in the ocean, moving in many directions but not accomplishing very much.

7. They are In the Wrong Line of Work

Anyone can sell. In fact, a good training program will help a person who doesn't have much sales aptitude how to sell and sell well. However, we all have natural gifts and abilities and it's helpful if we are doing work that is aligned with our talents. In some cases, the best development programs, incentives or leadership will never turn a "duck into an eagle."



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Keys to Successful Sales Development Programs



1. Create the Right Environment

In children, the social and emotional environment is the key to learning and it's no different for most adults. If we feel good about the situation and the people we're with, we are open to learning new things. An effective sales development program establishes an environment where participants are relaxed and ready to learn.

2. Make it Exciting

Positive emotional involvement is essential to any successful development program. Participants must be personally motivated to learn. Eliminate the word training, call it a professional development program, offer official certifications and tie in rewards.

3. Management Involvement

Enhance effectiveness through hands-on participation from management. It ensures that everyone is on the same page and it helps bridge the divide between management and salespeople. It demonstrates that everyone is working together and might just be the most important thing you can do to improve your sales development program.

4. Focus on Call Volume and Quality

A planter, in order to grow more trees, must plant more seeds. Any sales development program has to emphasize the mathematics of selling and the importance of making a high volume of quality calls.

5. Imagination and Creativity

Ideas are the spark that brings life to sales teams and customers. Almost any salesperson can learn and develop the power of ideas to sell creatively and inspire themselves and their customers.

6. Practice Continuously

Once you've identified the critical skills needed, ensure they are constantly reinforced and integrated into the job on an ongoing basis through practice and accountability. Effective sales teams should have weekly practice sessions where they role-play upcoming cold calls, interviews or presentations.

7. Encourage Self-Selection

An effective sales development program will help shine the light on what sales is really all about and, indirectly, encourage non-salespeople to pursue a new line of work. This is a win for the individual and the organization.