

Mistakes Made By New Sales Staff

By Bob 'Idea Man' Hooey

Why is it senior sales staff are more effective and more productive in their sales efforts? Could it be that they've learned these simple points that help them sell better?

The essence of true customer service is a commitment to providing them with the most professional sales and service possible. But there are some pitfalls here as well.

1. **Lack of preparation.** There is an old saying: "Success happens when opportunity meets preparedness!"
2. **Not listening.** 90% of salespeople never listen and are doomed to ineffectiveness.
3. **Failing to ask for the order.** Most of the studies I've read show that 70% of all sales folks NEVER ask for the order. Do yours?
4. **Poor or no follow up.** Follow up and follow through is where 90% of all great sales are made.
5. **Small thinking.** Want bigger sales? You must think bigger. Ask these questions: "How high is high? What is my maximum potential?"
6. **Failing to establish and/or maintain rapport.**
7. **Failing** to really commit and establish themselves as experts in their field.

Ask yourself how you fare on each of these areas? Would you give yourself a passing mark? Which ones would need a little work? How will you change to make sure you give your customers the most professional service possible?

Give your team a chance to win by reminding them of these success tactics. Remind them to keep focused and keep working toward their goals of helping the client make a decision, which is good for the client and profitable for the company. How can you help them make the changes they need to become a professional salesperson and provide value-added service?

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