

## Selling is not hard, changing sales people's habits is!

Many people shy away from a career in sales because they fear rejection; they are scared of hearing the word “**NO**”. Sales people that fail hear the word “**NO**” a lot. That's a shame because the fact is if they were taught, and applied, the correct sales techniques they would rarely hear that word at all.

### How?

1. Ask the prospect open questions (“what” or “how” etc.)
2. Shut Up & Listen
3. Offer a way to solve a problem, or remove a “pain” they are feeling

That is the route to success - asking clients questions to see how we can help them to improve things in their business. Sales people should avoid preconceived notions of what they are going to say or do in a sales call because this puts them into the “Saying” rather than the “Asking” mode. Sales people who know what they are going to say before asking the client questions, or gathering information, are going to fail!

Mistakes in sales are often linked to a lack of sales planning. Thought must be given in advance to what questions will be asked to uncover areas of need, and to identify the possible solutions that can be offered. Customers hate sales people who are aggressive and talk too much. Research shows that the top reason why people buy is because the sales person “understood my business”. You can only do that by asking planned questions, and then listening to the responses for opportunities. Here are the most typical mistakes sales people make:

- Not having a planned questioning technique or sequence
- Having incorrect call objectives based on what they want to do, rather than gathering information to help the client
- Asking closed questions and getting a “yes” or “no” response
- Not listening, but thinking of what they want to say next, rather than gathering information to help the client

One of the biggest weaknesses in sales people is the belief that they “know it all”. No sales person knows it all; they must make a commitment to continue learning throughout their career.

OK, so what can we do to help our sales people? Put simply, the answer is to find a way to break their bad selling habits, and get them into an approach built around solving the client's problem(s), not one built around them. This is not as easy as it sounds because sales people, like everyone else, hate to change.

Training and mentoring are the keys to change. Training should aim to change attitudes, and improve skills. Mastering Sales is easy if we learn the techniques, and remember to put them into practice – **EVERY TIME**.