



# Top 20 Costly Mistakes Salespeople Make

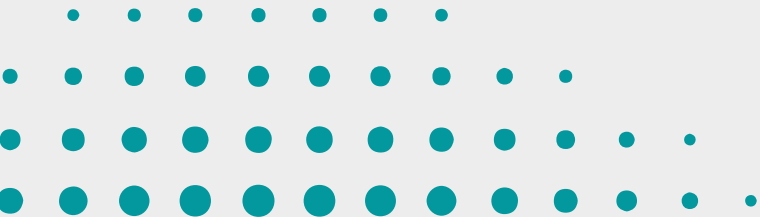


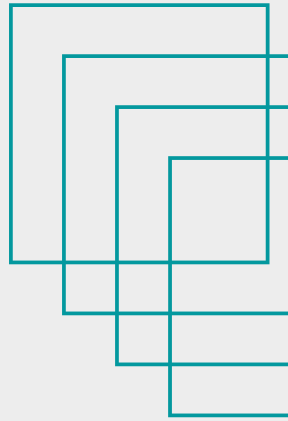


# Assess Your Skills to level up



This complimentary assessment outlines the biggest mistakes many people make in attempting to find clients and sell any product or service. Whether you're part of a large enterprise B2B organization or a 'solo-preneur' who needs to drum up business on their own, this checklist helps you to figure out what areas you need to level up on. Let's get started...





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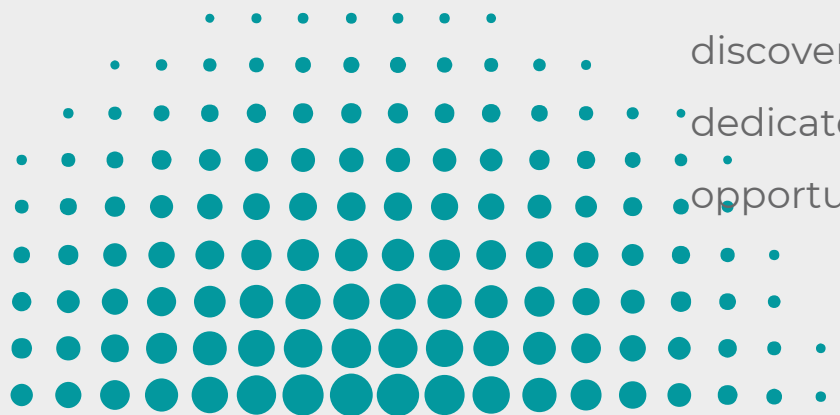


Author of The Business of Sales ~ Memos for Changing Times



**Tiziana Fathers**

As a sales & marketing expert who has led major global sales organizations in both the USA and Canada as well as teaching B2B Sales for college business degree programs, I know exactly what makes a great sales person. The majority make countless and costly mistakes that with some learning could massiely up their game. And in today's world where more and more people are launching their own small business they quickly discover that selling isn't as easy as they thought it was. Sales is a dedicated daily practise and here are my top biggest areas of opportunity.





# #1 Selling before doing your homework



One of the fastest ways to have a potential customer turn you down is to expose your lack of knowledge and unpreparedness for connecting with them. If you haven't done your research on your potential customer and their company, you're not ready.

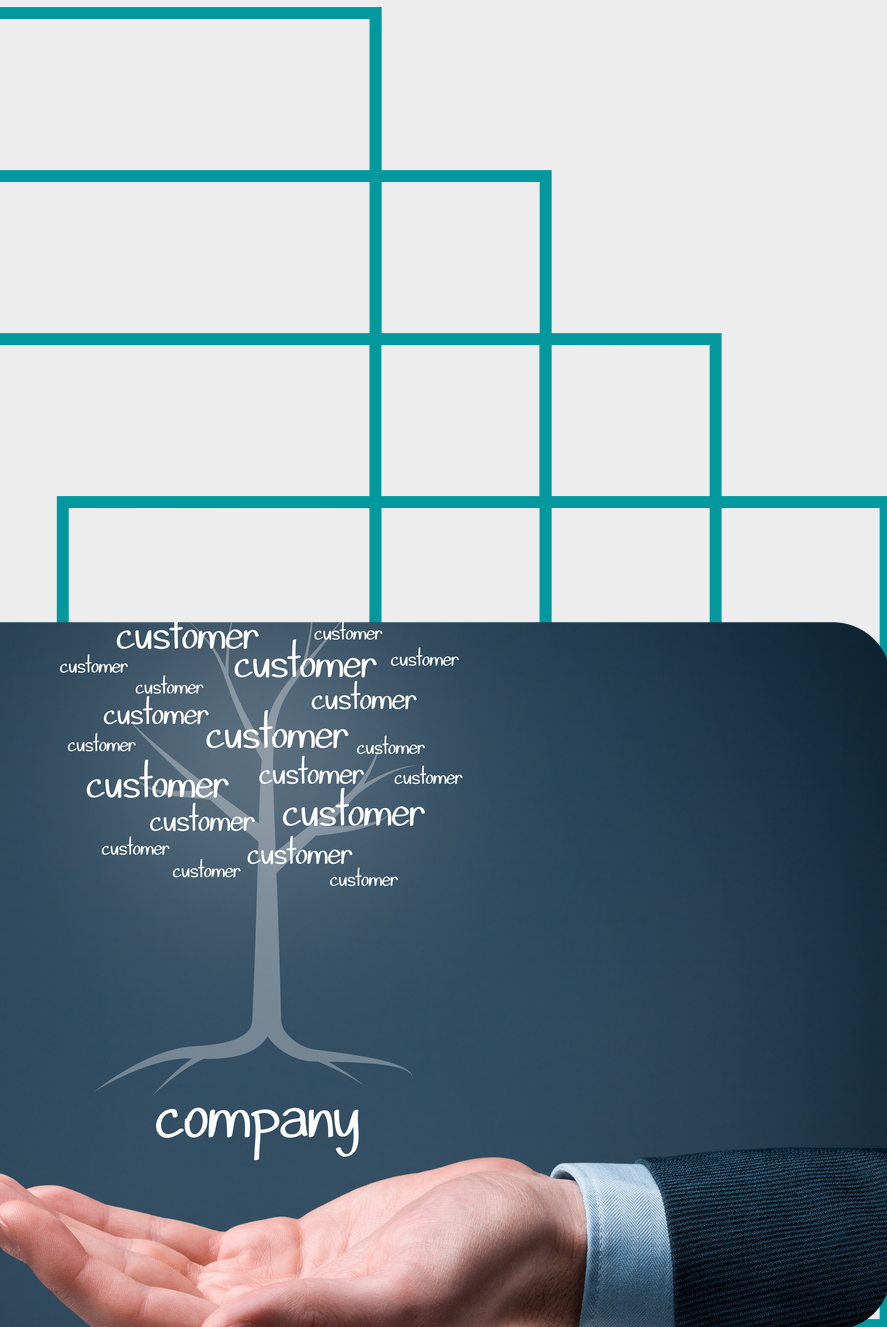


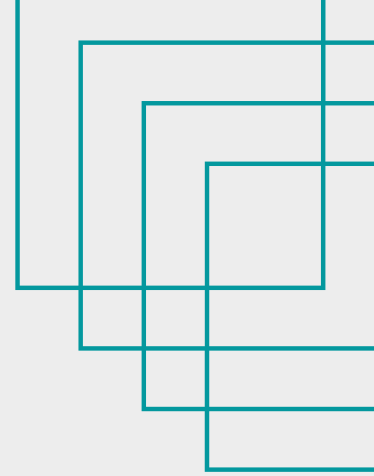




# #2 No understanding of what exactly the customer's business is

Some businesses are complex and not obvious. If you don't know or don't fully understand what your potential customer's and/or their business actually do or what they make and who they serve, you will not be able to effectively offer solutions and sell them anything. It also demonstrates incompetence and subsequently, no trust is ever established.





# #3 Don't properly qualify a lead



How do you know if a prospect even qualify as an ideal customer to buy your product or service? Trying to sell something without qualifying is a waste of time and just throwing darts into the wind.





# #4 Focusing too much on the Product



People love to talk about their products! This is a huge mistake to begin selling all the features of any products and services as your only strategy. Sales people who spend more time talking about their products and little time listening and learning about their customer's business will ultimately struggle to increase their sales.





# #5 Ignoring social media as a sales channel

Those that have not adopted social media as an integral sales tool and channel are out-performed by those that do. The mistake is using it as prospecting pool rather than the opportunity to build your brand and reputation.





# #6 Slow Response to Inquiries



Probably one of the most fatal mistakes a salesperson can make is not responding as quickly and efficiently as possible.

When a buyer reaches out and are left to wait...only gives them time to search elsewhere. A slow response sends a message that they're not a priority.

There's something to be said with the saying "early bird gets the worm".



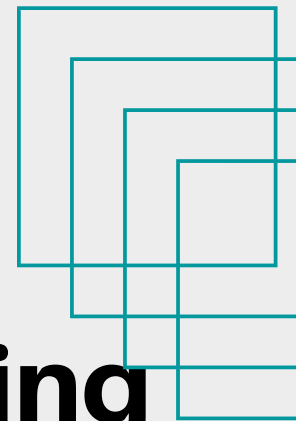


# #7 Too Pushy

Hi pressure sales are a big-fat no-no. And far too many salespeople push too hard with countless follow ups, bombarding the customer and filling up their inbox with messages. This comes off as selfish, aggressive and lacks consideration while ignoring other more impactful ways to demonstrate value and stay connected.





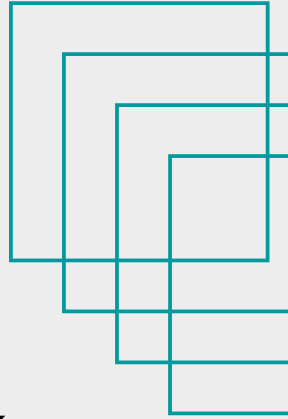


# #8 Not uncovering all key players



Typically in any organization there are multiple people involved in the buying process. It's a big mistake to only focus on one contact while being unaware of other decision makers and influencers because you failed to ask.



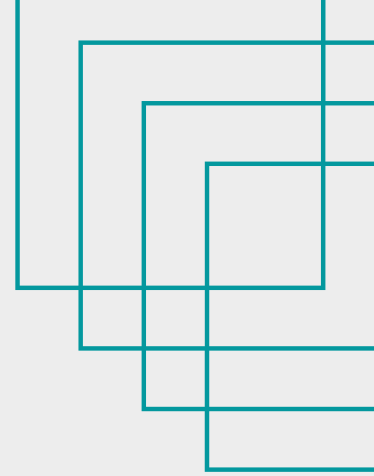


# # 10 Fail to ask for a referral



Did you know the majority of salespeople make a fundamental error and fail to ask for a referral or even a request to make new connections within their customers network? Salespeople that ask for referrals . . . .  
outperform those that don't.





# #11 Running out of leads

A critical mistake is avoiding prospecting and networking and not paying attention to nurturing your sales funnel and discovering it's empty. Not regularly feeding the funnel and running out of leads takes you all the way back to square one and starting cold... from scratch.





# #9 Don't know what the deal breakers are



It's one thing to know what a customer needs or wants are but it's quite another thing to understand what the potential deal-breakers are. What things would cause a buyer to say no? Those that fail to ask and find out are at a big disadvantage to sellers that took the time to discover this valuable insight.





# # 12 Wasting Prime Selling Time



So many salespeople spend too much of their time on non-sales related activity during peak selling times. Missing key times of the day to connect with a buyer is a real rookie mistake while the pros know to protect this window.





# #13 Failure to demonstrate value

Buyers buy from people who demonstrate value. A big missed opportunity is not showcasing your value as a trustworthy source and ignoring the importance of a building relationship. Overlooking opportunities to demonstrate what sets you apart from your competition is a big mistake.





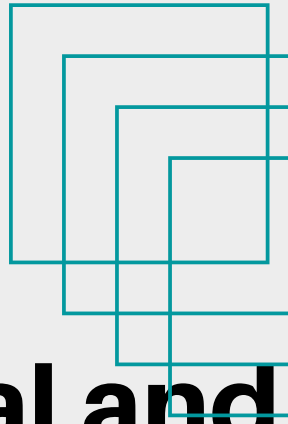


# #14 Over-promise and under deliver



All too often salespeople can 'over-sell' something to be more than it actually is causing a real disappointment once it's delivered. Never sell something you wouldn't buy yourself.





# #15 Poor verbal and written skills

Content matters but how you say it matters more. Not knowing how to effectively communicate and connect through various channels is a big turn off for potential customers.





# #16 Winging-it. No sales strategy or playbook

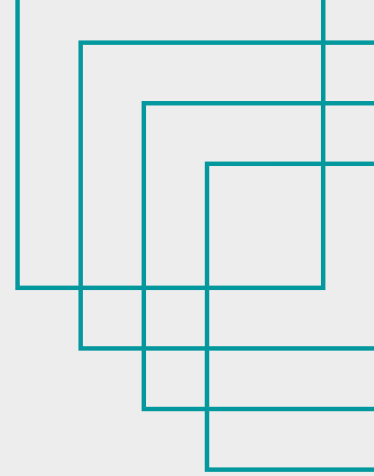
Strategy

Planning systematic and  
a plan of action

Cluster of decisions  
what actions to take,

Simply hunting for customers is not an effective plan or strategy. A big mistake with many salespeople is not having a clear path and strategy and knowledge of what they're looking for, how much they're looking for and how much they need to meet their obligations.



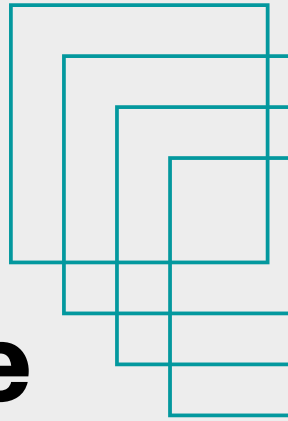


# #17 Fail to offer something else



Buyers welcome new ideas but often salespeople are too focused on making a sale and miss the opportunity to make valuable recommendations and suggestions that are in the best interest of the buyer and their company. No plan is a plan to fail.

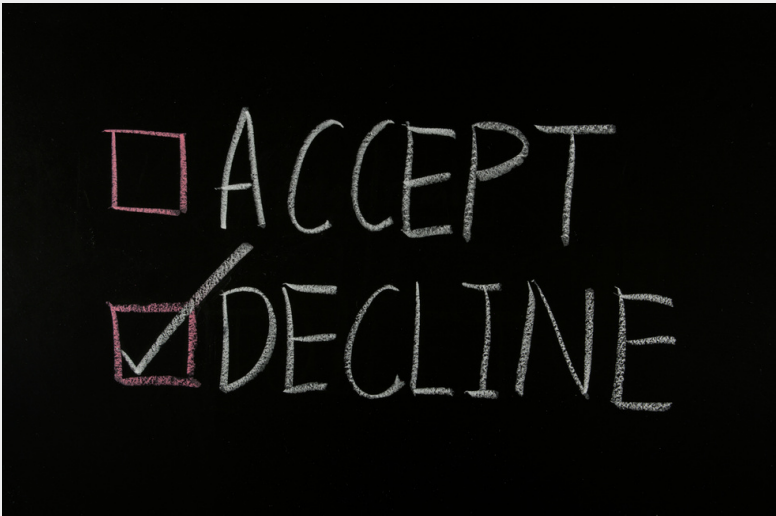




# #18 Ignoring the objections



A big mistake is not knowing or uncovering all the possible objections that are standing in the way of closing the sale, missing the opportunity to address it and subsequently losing the sale.







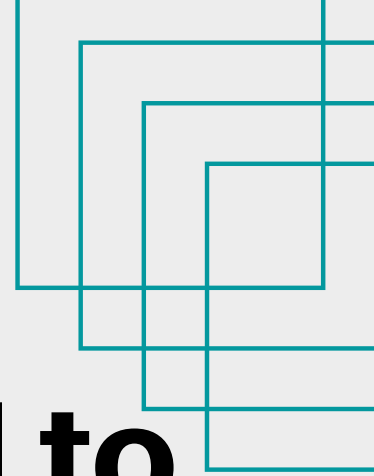
# #19 No storytelling



Consider how boring it is to sit through a sales pitch filled facts and figures. A huge missed opportunity is not being relatable, sharing real life stories that a customer can connect or identify with. Figures are forgotten while stories are remembered. . . .







# #20 Fail to ask for the business



It takes confidence to ask for the business and close the sale. A big mistake salespeople often make is leaving the client to make up their mind and waiting to hear back from them. A clear signal that not all needs and issues have been met and there's more work to be done.



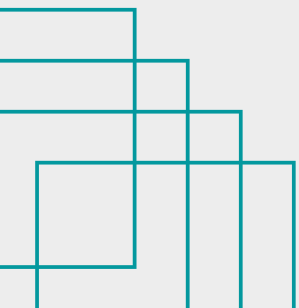
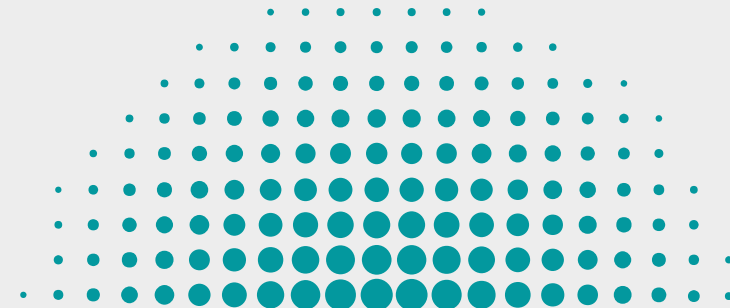


# Biggest Mistake



There are 5 primary main reasons a customer does not buy: No need, no money, no urgency, no value, and no trust.

The biggest mistake salespeople make is not addressing all of the above before attempting to sell.





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Disclaimer: the content provided is a guide only based on the direct experiences of Tiziana Fathers for educational purposes. It is highly recommended to do your own research.

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