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Sellutions

Top 10 sales mistakes

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Maybe your sales results have been disappointing. Or perhaps you're a dynamo whose efforts are amply rewarded with sales, but you still wouldn't mind a little improvement in your sales figures.

In either case, stop and ask yourself if you're guilty of any of the following top 10 sales mistakes. As you read through the list, do you see yourself looking back at yourself from the mirror? If so, you know where you need to start making improvements:

10. Not prequalifying a potential appointment before you commit to it. I still hear people say, "I go for the appointment. If I can get in front of them, I have a better chance of selling it." You also have a better chance of wasting lots of time on nothing but an opportunity that has a high chance of going nowhere.
9. Not allowing the power of silence. Silence is an important tool in negotiation. Its power lies in the fact that most people are uncomfortable with it. But because the salesperson may be as uncomfortable as the prospect, he or she will speak again before giving time for the prospect to answer. When you ask a question, allow the prospect to have time to think about the answer.
8. Not uncovering the next steps clearly enough. Some of us are sharp enough to know that we should ask what the next step is when on a sales appointment, but there is more to it than that.
7. Putting a proposal together before understanding all that should go in it. I am floored at how many people still show up, ask a few questions and ask for the "privilege" of coming back with a proposal.
6. Not utilizing relationships you have in the community. If you have a relationship you can lean on, do it.
5. Defending your product or service. If people ask why you did something or your organization made a particular decision, don't defend the decision -- ask why they are asking. Don't assume you know the reason for the question.
4. Not asking for a referral because you are uncomfortable.
3. Not setting an agenda for a meeting. If you are calling on someone and you go in with the

attitude that you will wing it, you are in trouble. People won't respect your time if you don't respect theirs.

2. Giving the features and benefits of your product before you know which ones are relevant to your client or prospect. Don't assume you know which ones are important.

1. Not shutting up.

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