

## Sales Obstacles

What are the most common obstacles you find in Sales? I am sure many of you stated price, competition, time, and customers. Did anyone say ME?

One of the biggest obstacles facing Sales People today is them self. When was the last time you really truly observed your presentation? Well, you ask, how can I do that while I'm doing it? Videotape. Videotape your sales presentation and take the time to critique it.

How long did you talk?

How many questions did you ask?

Did you interrupt the customer?

Do you write down what they say?

Were you organized and professional and follow a process or did you jump around?

Did you offer them features or benefits?

Did you help them make a buying decision or did you try to sell them?

Did you ask for the sale?

Did you talk them out of the sale?

These are some of the most common mistakes made in a Sales Presentation and you control them all.

Think of the last experience you had with a sales person. How much did they talk? Most sales people talk the entire sales presentation because they think they have to share all their knowledge with the customer. In reality the sales person should talk 30% of the time and listen 70%. By taking the time to listen you will find out what the customer wants to BUY and you will be able to match your product to their needs. People don't want to be sold, they want to buy. Take the time to find out what they want to buy.

People like to talk about themselves and they like people to listen. Ask your customer open ended questions. If you jump right into your presentation without taking the time to find out what's important to the customer you are selling what you want not what they want or need. Take time to actively listen to the customer. Actively listen is when you focus on what their saying, take notes to refer back to, inquire to gain more information, and paraphrase back so you know you heard what they had to say. If you ask a lot of questions and get the customer talking they will tell you exactly what they want and they will help build your Sales Presentation for them, and it will help reduce objections. Also, a key to listening is not interrupting. Let the customer finish what their saying. In your sales presentation you should ask questions at the beginning and just listen without selling. Gather the information. If you interrupt the customer they will stop talking and feel you devalued what they have to say. This is their sale not yours.

Do you have an organized, practiced, and professional presentation or do you just wing it because all customers are different? Studies show customers want professional presentations that seem to follow a process with a purpose. If you are jumping around

and have no set process the customer will notice. Having a process is one thing but once you've established it you must practice and perfect it. All customers are different and if you don't practice you will become sidetracked and begin to just jump around. Practice daily. My goodness am I crazy? No, before every sales presentation review the steps and process so if you do get led astray you can regain your professionalism.

Our products and services have features. They do certain things. Customers look for benefits, what's in it for them. Once you have determined what the customer's needs are talk to them about the benefits not the features. The more you can tie your product or service to their needs the less they will have to object to. Do customers truly care about the engineering of the vehicle or the fact that it will keep them safe? Also remember, talk about the benefits that the customer is interested in, not the benefits you are interested in.

Were you trying to make the buying decision for them or did you educate them to make the best decision for themselves? Too many times we as Sales people feel we know what's best for our customer so we narrow down the options we give them (if we even give them any) and decide what's best for them. Have you ever thought; they can't afford this? They don't need this piece of equipment because it won't pay for itself? If you have ever done this you are not a Sales Person, you are acting as the buyer. You are not the buyer. You are presenting options to a customer and they will decide if they can afford it and if it is best for them. Everyone buys for different reasons, not everyone is like you. This is difficult for some of us to understand but if you cannot get past this you are not being fair to your customer. Don't be the buyer.

So did you ask for the sale or did you hem hah around and leave them a proposal so you didn't have to face the rejection. The number one reason people don't buy is because they are not asked. If you don't believe in your product, service, and yourself enough to ask for the sale, you shouldn't be selling it. The customer is not coming to you as a social visit. They have a need they are looking to have filled and you can do it, but you've got to ask for it. No salesperson closes 100%, you need to work through some No's to get to the Yes's. Don't be afraid of the no. Ask for the sale, it is one simple step that can increase your sales dramatically and it's so easy.

Once the customer says yes get your work done and get out. Change the subject get them to sign the paperwork and move on. To many sales people start talking too much and talk the customer out of the sale. Don't throw all your hard work away.

To grow in sales, the first step you must take is to evaluate you. Do you have the right frame of mind? How do others perceive your presentations? Sales is a skill and skills need practiced. Don't think you know it all; there is always more to learn and better ideas. Be open to them and you will continue to grow.

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