

THE TOP TEN REASONS SALES PROFESSIONALS FAIL ON THE PHONE



Kevin Graham

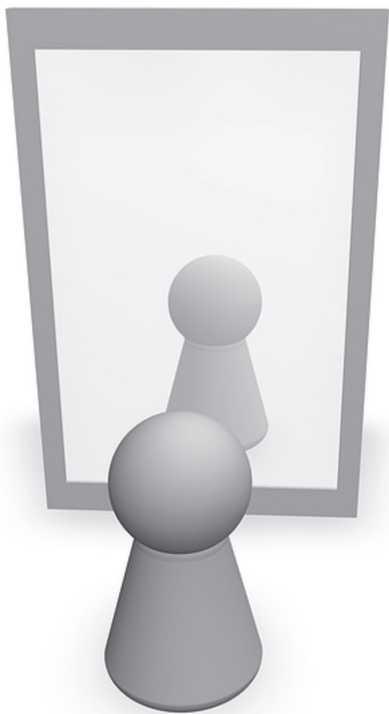
The Top Ten Reasons Sales Professionals Fail on the Phone

Technology comes and goes but the phone will likely be ***your lifeline to revenue*** for decades to come.

If the phone is one of our primary modes of engaging the marketplace, why do so many sales professionals perform so poorly on this stage?

Selling is about connecting and engaging with the other party. Your sales quota may be stressful, but there's rarely gain in exposing that to your prospect.

Here are the top ten reasons sales professionals fail on the phone.

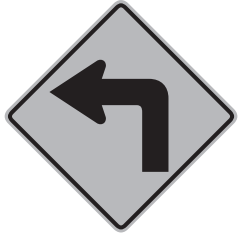


Sales professionals forget that people respond in like.

Many sales professional simply don't get that there's only one-way people ***respond to you*** – in like manner.

If you're underhanded or overbearing you'll realize the same in return; whereas if you're ***upbeat and energetic***, you'll likely experience an attentive partner in the dialogue.

Bring an objective, sincere spirit to the process and things will likely flow more freely for you.

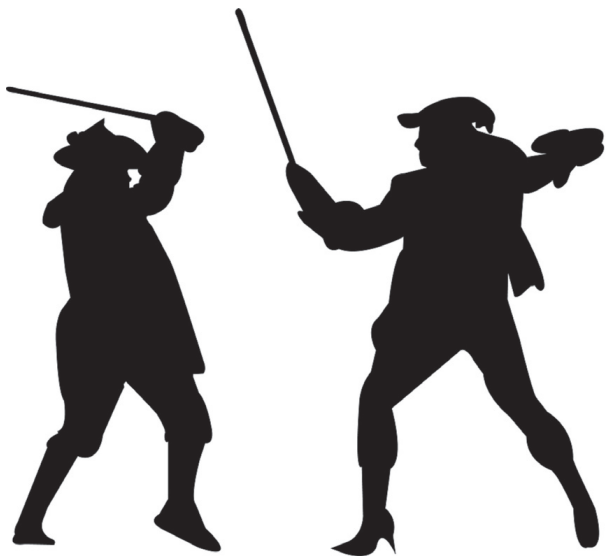


***Sales professionals don't
anticipate objections.***

Whether you're asking for someone's time, company information or agreement on a proposal, you need to expect objections. Very few things are sold without objection and the more ***relaxed and prepared*** you are, the better the call will flow.

Too many sales professionals become frustrated as soon as they begin to face resistance. Resistance is a natural part of the sales process.

Relax, take a breath;
and lead the call to the next phase.



Sales professionals become combative or stressful.

You're not likely to *achieve your goal* if you exasperate the other party; especially if you do it based on a simple objection.

Objections will come; deal with them in a joyful state and your dance partner will stay upbeat as well. But drag them into a gunfight and you'll likely not walk away with the prize.

A primary tact of any interaction with a prospect should be to *relieve pressure*. Don't add stress to the experience; work with the prospect.



***Sales professionals are
not in the moment.***

Despite all the ***hard work invested*** just to get the decision maker on the phone, many sales professionals simply aren't focused during the call.

In today's hyper-world, some sales professionals feel that they can succeed while only devoting a portion of their attention to the caller.

Forget about your to-do-list and your other customers and prospects;
focus exclusively on the other party.



***Sales professionals
are patronizing.***

We've all been there. Some salesperson states something that makes perfect sense, yet the delivery wallowed in a patronizing tone... and so you instantly turned cold.

This may be the 49th time you've heard a specific objection today, but your prospect still deserves to be ***treated with respect.***

***Never patronize your customer,
especially those elder to you.***



Sales professionals don't mirror the prospect.

The power of mirroring has been debated over the years. While some professionals take it to an extreme, most sales representatives barely take the time to ***pace their dialogue*** to that of the other person; let alone adopt other simple mirroring techniques.

You need to match your prospect's energy and pace of conversation before you start to inspire them to a new level.

Prospects like to buy from like-people.



Sales professionals don't ask for the order.

You need to A-S-K in order to G-E-T. In most sales scenarios you need to ask for the order several times before getting a yes.

Be prepared to ask the prospect to do something. The next step in *the sales process* is your current goal.

ABC, Always Be Closing?

Most people misinterpret what that mantra is all about; it's not about lambasting your prospect with an endless barrage of closing questions. It's about maintaining momentum – momentum toward the close.



Sales professionals don't listen.

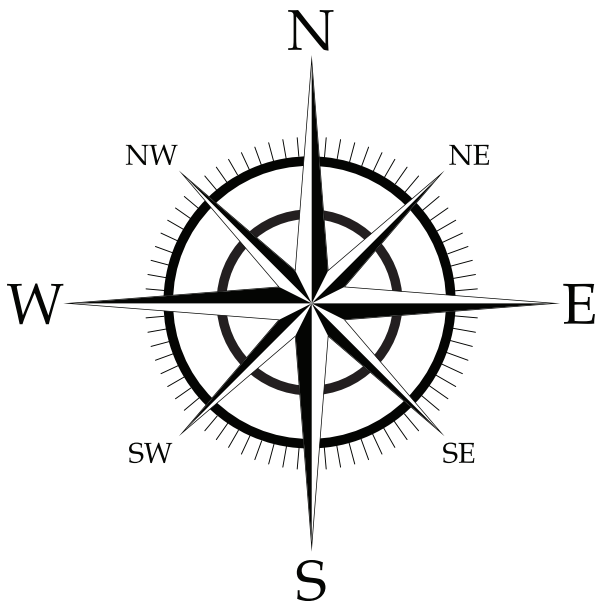
Is this even possible? Two ears, one mouth; yet, most sales representatives blather on incessantly despite the prospect expressing frustration.

$$E + E = E$$

Expertise plus Excitement equals the Enemy.
Sales is about *leading* with questions, not reciting features and benefits.

The devil is in the detail and most truth comes out by continually peeling the onion back.

***Dig deeper with your prospect
and listen to them.***



Sales professionals have an ambiguous objective.

There have been countless times when a sales professional will get me on the phone and I have to interrupt him or her to get them to ***clearly state their objective.***

Whether you're seeking information, a meeting or a referral, the objective of the call should be clear – to both you and your prospect.

Do you know what you are trying to achieve with the call?

And finally, the Number One reason sales professionals fail on the phone...



Sales professionals don't ask good questions.

Are your questions simple, yet thoughtful? Do they allow the other party the opportunity to speak on areas that will ***feed your sales process?***

Do your questions reflect the customer's world or your own world? There's an old adage in marketing: ***"Talk about my lawn; not your grass seed."***

The sales profession is a blessed one, yet plagued by bad experience and repeated mistakes. If you sell anything for a living, approach it like a professional. ***Be confident in your ability*** to help the other party and focus on their needs.

Eliminate these ten mistakes and you'll be well on your way to sales success when you engage prospects on the phone.

About the Author

The Top Ten Reasons Sales Professionals Fail on the Phone was written by Kevin Graham, managing director of ***Empowered Sales Training***.

Kevin Graham is an author, speaker and expert on sales success.

Graham's successful sales career has included:

- Qualifying for President's Club status in three Fortune 500 companies
- Leading groups of more than 100 associates
- Successfully achieving revenues in excess of one billion dollars per year

Graham presently serves as President of the National Speakers Association's Greater Los Angeles Chapter (NSA GLAC).

Graham is an ardent soccer fan and has carried the Olympic Torch and played in a National Soccer Championship.

Empowered Sales Training offers custom programs that empower sales success.

We leverage deep personal experience, gems from industry icons, classic sales methodologies and innovative practices to empower client sales organizations. Our custom programs are designed to provide immediate improvement and lasting change.

The Empowered Sales' website offers several free sales guides including: *Book More Meetings*, *Get the Decision Maker on the Phone* and the *Empowered Sales Quiz*.

The Empowered Sales You Tube channel includes more than thirty free sales videos.

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Process and execution

“Sales professionals are highly intuitive and that’s not a bad thing; but it is a risk factor, because process and execution are critical for sales success. Proven process and crisp execution drive results!”

-Kevin Graham

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KEVIN GRAHAM'S PROFESSIONAL BACKGROUND

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- Led teams of more than 100 associates
- Successfully achieved revenue objectives in excess of one billion dollars per annum

