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The Seven Biggest Mistakes People Make in Sales

And How To Correct Them



by **Joe Marcoux**

Mistake # 1: Not Having a Sales Script

For some people the idea of having a script seems fake. Nothing could be further from the truth. A script allows you to be prepared to sell, just like having your favorite jokes at the ready prepares you to make people laugh. Even the best comedians in the world rehearse in small comedy clubs before they take their best jokes to the stage in front of thousands of people. Nobody at that level shows up unprepared without knowing their script. Why should your sales be any different?

Make sure that you have your top bullet points describing what you have to offer prepared ahead of time.

Mistake # 2: Never Going to The Dojo (Get a Coach)

This one really amazes me. How many salespeople spend their time making sales calls and failing miserably, only to become frustrated at their lack of closing?

Do you think Floyd Mayweather or Mike Tyson showed up to the ring without ever going through training camp?

I remember seeing Tiger Woods at a PGA Championship. He wasn't teeing off until 2 p.m. that afternoon, yet at 8 a.m. he was already on the driving range. And he continued to warm up and practice for hours before he even started the game.

He had a coach standing next to him going over his swing, which led me to realize that even the world's best have people helping them continue to elevate their game.

The players with the best batting average spend a lot of time in the batting cage. World Championship boxers or MMA fighters spend time in the gym or the dojo. If you aren't spending time on sales training to learn and grow your skills, you are absolutely missing out. **If you don't practice your sales you are losing money.**



Mistake # 3: Not Having a Busy Schedule

One of the things a lot of salespeople get themselves caught with is an empty schedule.

If your schedule is empty you may find yourself looking at social media, hopping on YouTube or even worse getting on to Netflix and going down that rabbit hole. What's one more movie?

By having a schedule filled with activity that will help build your business: whether it is the next module in a course, or a group phone call for learning or networking, these are opportunities to continue to grow.

If you do have an empty schedule make a point of planning your day and filling it with appointment-producing activities.

Mistake # 4: “Believing” you don't need to practice

Tony Robbins has taught us the importance of getting rid of limiting beliefs. This is one that will absolutely have a negative impact on your income. Absolutely everybody needs practice. Those who are masters of their craft are those that are relentless about practicing. Kobe Bryant was known to spend hours shooting hoops after team practice, as did Michael Jordan. These Hall of Fame Legends of the NBA knew that to stay number one required them to be relentless with their practice. This is a mindset. Having the right strategies to practice your skills ensures that you win at the art of selling.



Mistake #5: Role Playing to LOSE

The point of role play is to program your mind and your spirit. You should be winning in every transaction and ensuring others do the same. I've actually been in many sales training sessions with clients where everyone is looking to stump their colleagues or to make them fail when role playing.

Why do people want to see other people lose?

It bothers me and it really makes no sense. When kids are learning how to shoot in hockey, they learn on an empty net. No goaltender. This way the kids not only learn how to score they also anchor the feeling of winning on every shot.

Why should sales training be any different?

Make a point of always getting to the winning outcome every time you train to sell. This doesn't mean that you shouldn't train to handle objections. It means that you should be able to overcome them and get to the sale.

You're more likely to continue to practice when you feel like you are winning, as opposed to coming to a practice and feeling like a loser.

Role play to win!

Mistake # 6: Not Handling Objections Correctly - Taking Things Personally

This is where a lot of people get confused with role play to win. They think that the moment they practice handling objections they are resigning themselves to lose. It's completely the opposite. When you practice handling objections you're going to improve your sales game. Everybody's confidence level goes up. When you're confident that you can overcome any objection, you're more likely to want to lean into the next call. Use the SOS formula as a guide.

The S.O.S. Formula is "simple" to remember:

Step 1: Acknowledge

Step 2: Ask a Question

Now just because it's simple to remember doesn't mean it's easy to execute. Too often people's emotions get the best of them and this is why it requires practice. When you practice handling objections on a regular basis you learn how to keep your cool.

When emotions go up intelligence goes down.

Why would you want to let yourself get emotionally drawn-in when you can keep your cool and get to the outcome that you're looking for? Which is a win-win!

Mistake # 7: Not measuring your sales metrics

"If you don't know you won't grow."

It's one thing to be able to say that you have a goal in mind, like a big house or a million dollars. You have to take those big goals and break them down into manageable ones. It can be as easy as making \$1,000 a day or \$4,000 a week. Something attainable.

Doesn't it make more sense to be able to work less and make more? Your goal needs to be to improve your closing rates or conversions. If you make ten calls and only close one, that's nine calls worth of work that resulted in nothing, and some people don't even know this number because they don't measure their metrics!

Measuring the number of people you speak to and how many of them actually convert to a sale will help you tremendously. Whether it's figuring out what's working so you can repeat it, or figuring out what's not and going to your coach to adjust your strategy, you need to know the numbers before you can apply a strategy.

Mistake # 8 (Bonus): Always Flying Solo

A lot of salespeople and entrepreneurs are notorious micro-managers. They don't surround themselves with other people or team members to be able to share wins.

If you're in this position you definitely need to consider getting into some kind of group, whether it's a networking group or a group of people who have like-minded goals, so that you can share and celebrate wins.

Sales and Money LOVE Momentum and Speed!

Surround yourself by the conditions you want to produce. Being around other people who want to see you win and also want to win for themselves is a great energy booster.

There may be times as a salesperson you're going to feel alone or frustrated. Get in with a group where you can share wins and lift each other up; where you're learning from other people and can share resources.

If you are flying solo, join a group. This will have a positive impact on your sales and your business because you'll be surrounding yourself with other people who share your goals, dreams and drive.

