

Why Salespeople Fail

Thousands of hours of training salespeople and studying the successful methods of sales trainers has resulted in the discovery of one simple fact:

The primary reason for sales failure is poor communication skills.

Although most sales trainers would agree with that statement, how to actually *improve* communication skills is the problem.

It's a known fact that many training programs result in salespeople becoming more productive for only a short period of a few weeks or months – so the long-range impact is the same: poor to average sales performance over the long-term and a high percentage of turn-over.

The fact is that most sales books and programs are highly motivational, offer only snippets of workable data, and miss teaching the primary tools of selling, including the most important tool of all, communication.

Additional Reasons for Sales Failure

In addition to poor communication skills, some of the most obvious reasons salespeople fail are:

- The lack of a logical, step-by-step method of selling
- The inability to discover and develop a prospect's real interest
- Poor control
- Failure to handle a prospect's emotional reactions
- Weak objection handling and closing skills
- No system of statistical management, or a system of statistical management that does not provide the necessary information to predict and correct conditions
- Poor (or no) supervision and guidance
- A lack of sales training and of continued sales training (reinforcement)

- Ineffective marketing resulting in too few quality leads

Training Benefits

A salesperson's livelihood depends on good communication skills and effective control.

And because most salespeople are results oriented, intent on increasing production and income, they are interested in improving those skills.

Certainly, not all salespeople are failing. A number of salespeople perform OK on their jobs and wouldn't consider themselves to be failing.

But there are very few salespeople who wouldn't benefit from effective sales training, especially in the area of advanced communication skills, using the right sales system, and learning new and more powerful tools of selling.

A Thousand Different Solutions

There are literally thousands of sales book on the market, and hundreds of new books on how to sell are published every month.

However, what is missing in other methods is an understanding of the actual principles of communication, emotions, interest, and control.

The primary missing ingredients in the majority of sales training is the lack of an actual *selling technology*, and *selling tools*, that can be applied with consistent success to any product or industry.

Investing in Oneself

We live in a society where time seems to be a high premium. Waiting at a traffic light, waiting in line to get a cup of coffee, waiting on hold for twenty minutes or more hoping the person who picks up the line will understand your software or hardware problem, etc., we all hate waiting and wasting time.

Time is precious.

Most salespeople work hard and put in long hours at their profession, but how much time is invested learning the technology necessary to take their selling skills to a higher level?

The route to financial freedom often begins with investing in oneself, and learning the right tools for success.

The opportunity to acquire those tools is now available.

Buy the book, "The Complete Guide to Successful Selling," and begin your journey towards understanding the true components of successful communication, the actual principles of control, and the laws that govern human emotions and reactions.

Blow away the barriers to increased production.

Selling is a technology – and *you* can master it!

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