

## THE 20 BIGGEST MISTAKES SALESPEOPLE MAKE

1. They don't become a student of their craft
2. They don't "narrowcast" their offering
3. They fail to position themselves correctly
4. They fail to prospect
5. They get in front of the wrong people
6. They listen to their peers
7. They don't understand the economics of their product
8. They mentally spend their income – before they earn it
9. They fail to ask the \*right\* questions
10. They are either digitally compulsive or digitally impaired
11. They fail to manage their time well
12. They're either too timid or too aggressive
13. They fail to match their product and price offering to the prospect's needs and financial appetite
14. They can't deal with change or they change too much
15. They place themselves into a situation in their personal life that fails to deliver an adequate support system
16. They fail to pre-call plan and organize for their calls
17. They never learn how to ask the right questions
18. They don't understand that providing service IS part of sales
19. They fail to provide value added solutions
20. They fail to ask for the order