


Slide 1

4 Reasons Sales People Fail



The slide features a teal background with a white mountain range silhouette at the bottom. It contains two small images: one of a woman with her hand to her face, appearing stressed or in pain, and another of a yellow hard hat.

Slide 2

4 Reasons Sales People Fail

Reason 1

They are not true sales people by nature.




The slide features a teal background with a white mountain range silhouette at the bottom. It contains one small image of a man in a suit talking on a mobile phone.

Slide 3

They Are Not True Sales People by Nature

Reason 1

Although you can take a person with natural selling abilities and train them to be outstanding, you are kidding yourself if you think you can take an average person and train them to be outstanding.



The slide features a teal background with a white mountain range silhouette at the bottom. It contains three small images: a lizard, a white arrow pointing right, and a person in a dark jacket.

Slide 4

They Are Not True Sales People by Nature

Tips - Reason 1


- Use assessments:
 - What motivates them?
 - What is their behavioral style?
 - What soft skills do they have vs. job requirements?
 - Do they have sales skills?
- Does their past experience fit your requirements?
- What was your first impression?
- Are they hungry?

Slide 5

4 Reasons Sales People Fail

Reason 2

Lack of a clear written selling system communicated through a sales manual.



Slide 6

No Written Selling System

Reason 2

- Most small and medium sized companies do not have a written sales training program.
- There probably isn't a "classroom" type sales training.
- Or an "On the Job Training" coaching program.

Slide 7

No Written Selling System

Tip-Number 2


- Hire a sales training organization to help you.
- Document the entire selling procedure.
- A new sales person should work with a experienced sales person and be accompanied on their first sales calls.

Slide 8

4 Reasons for Salespeople to Fail

Reason 3

There is no selling system structure.




Slide 9

No Selling System Structure

Reason 3

- No Corporate vision.
- No structured method for handling leads.
- No follow through process.
- No pipeline structure.



Slide 10

No Selling System Structure

Tips - Reason 3

- Develop Company Vision.
- Put a Customer Relations Management program into effect.
- Develop Company and Sales Goals.
- Develop a Sales & Marketing Plan for Generation of Sales Prospects.
- Track and Monitor By Sales Person.

Slide 11

4 Reasons Sales People Fail

Reason 4
Lack of a proper Compensation program and inspiration.



Slide 12

Lack of a Proper Compensation and Inspiration

Reason 4

- The pay for performance compensation program has not been thought through and developed.
- Compensation program is unrealistic.
- Compensation is set on incorrect goals.
- Goal setting and benchmarking have not been properly established.

Slide 13

Lack of a Proper Compensation and Inspiration

Tips - Reason 4

- A pat on the back and positives statements go a long way.
- Be sure that all goals are the responsibility of the salesperson.
- Compensation must be short term.
- Weekly reporting system for the salesperson.

Slide 14

What's In It For Me?

- A system that drives your business.
- A feeling of control over your business.
- More sales and profit.
- Reduction of sales person turnover.
- A happier business life.

A sale is one of the most important business activities. A company cannot earn money unless people buy its products. An effective sales force benefits other people in the company. The more the company sells, the more it needs to produce or provide. Increased production, in turn, creates jobs and benefits the economy as a whole.

A sale is just one part of a process called marketing. Other steps in the marketing process include market research, product development, pricing, and advertising. Advertising and sales are similar because both operations are aimed at trying to persuade people to buy products. But advertising and other forms of sales promotion are generally aimed at a wide audience. Sales, on the other hand, involve two-way communication between a salesperson and a customer. Personal selling efforts enable the buyer to ask questions about a product and to receive additional information about it immediately. Through advertising, a company can reach large numbers of people. But personal selling is more effective at persuading individuals to buy.

A sale has been practiced for thousands of years, and it has played an important role in the economic development of many nations. Through the centuries, salespeople have helped persuade people to buy new and better products. For example, many people balked at purchasing automobiles and television sets when they were introduced. But after extensive efforts to sell those inventions, they became widely accepted. Implementing a sales system allows the business owner to expect sales volumes based on a specific selling strategy. Selling is the transferring of feelings from the salesperson to the prospect with the intent that they will purchase today. It is so crucial to business survival that those companies that do not master the sales system do not grow.

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