



Top 10 Sales Killers

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Sales Killer #1:

- **Lack of professional appearance.**
If you want people to listen to you and heed your advice regarding your product or service, you have to come across--both in appearance and demeanor--as a professional expert. This means that you're appropriately groomed. You walk with confidence.



Sales Killer #2:

- **Talking too much.** When you're talking, you're telling. When you ask questions to get clients talking about their needs, you're selling; you're finding out what they want to own. Only then can you guide them to the right product or service.



Sales Killer #3

- **Your vocabulary.** Words create pictures in our minds.
- For example, people in business should avoid using the word "contract". We all know that contracts are legally binding documents and require legal efforts to get out of. If appropriate, call your contract an "agreement," "form" or "paperwork." The mental image is less threatening.



Sales Killer #4:

- **Not investing time in building rapport.** Good rapport builds trust.
- No one will want to make a purchase from someone they don't like or trust.
- Don't just jump right into a presentation on your product. Get to know your client a bit.



Sales Killer #5:

- **Lack of a qualification system.** A certain percentage of the people you talk with won't be good candidates for your product or service. If they don't have the need or the money for your product or service, there's no sale. Your challenge is to figure this out as early in your communication with them as possible. Come up with at least three or four questions, the answers to which will tell you if they're qualified to own your offering



Sales Killer #6:

- **Not knowing when to stop presenting and close the sale.**
- Too many salespeople think they have to tell potential clients everything they know about the product.
- Even after a client has indicated that the product is right for them, the salesperson keeps talking. Doing so could easily turn the client off



Sales Killer #7:

- **Ego.** Selling is a service business. You must set aside your wants and needs to serve the wants and needs of others. Get the dollar signs out of your eyes when you're with clients. If they suspect you're pushing the sale because of what's in it for you instead of what's in their best interests, they'll find another company to do business with.



Sales Killer #8:

- **Not knowing how to close.** In many cases, all you have to do is ask a direct question in order to close a sale:
- "If I have the red one you mentioned, do you want to take it with you today or shall I ship it to you?"
- "Will you be making your purchase today by cash, check?"



Sales Killer #9:

- **Not paying attention to details.**
- If you skim over details or shortcut your presentation because you've done it so many times that you're bored with it, you'll lose sales.



Sales Killer #10

- **Poor fulfillment.** This ties into paying attention to details. If you or your company don't have the practices and policies in place to properly fulfill the expectations of your clients, you'll find yourself working harder and harder to get new business.
- Salespeople shouldn't promise anything above or beyond the company standard.