

Why most sales people fail and the one simple piece of information that will make you a success

What are your thoughts about why sales people fail?

You are parked behind a restaurant sitting in your car waiting for your appointment time. You could be selling them anything; equipment, advertising, a commercial vehicle, food, financial services, association membership, insurance. The person you are going to see is probably much older and more experienced than you. He is more than likely going to ask you something about your product line that you can't answer or don't know. As you are waiting, the anxiety grows. It is the middle of summer and the August sun is beating down on the pavement. As you get out of the car the heat and humidity are so thick you can cut it with a knife.

You walk past the dumpster and the smell practically makes you sick. As you open the door the heat from the kitchen hits you like a blast furnace. The person you are going to talk to is busy working. You know he sees you but he does not make eye contact with you. He is making you stand there as if you are invisible. At this moment in time the truth will reveal itself – are you, or are you not, going to succeed in a business with such a high failure rate? At this moment you will know how well you understand the principles and psychology of the buyer/seller relationship, or simply “The Principles of Selling.”

If you do not understand the principles your reaction is predictable. You get humiliated. Upset. Embarrassed. Mad. You take the prospects rudeness as a personal insult.

Your ego gets wounded and your mind starts filling up with negative thoughts. When he finally turns to talk to you, your attitude is reflected in your face. You try to get control of your attitude – but it's too late. The prospect won in the first round!

If you do understand the principles your reaction is also predictable. You understand that you are a sales person and the prospect is on the defensive. They are afraid you are going to talk them into something they don't want.

They are afraid you have a certain power over them and that is why they are ignoring you. By understanding the principles you know that the customer is simply setting the stage and sending you a message – a message that says he is important, his time is valuable, he is in control of this meeting. By understanding the principles you do not let the situation turn negative. By managing your attitude you can take control of the situation.

Not just having a positive attitude – but managing your attitude under all the various selling situations. Programming your mind to react in a certain way in a specific situation. It does no good to read about something as important as attitude management and then do nothing about it. To manage your attitude you must monitor your thoughts and feelings under every selling situation. Approach it as if you were doing a scientific study. When you find that you are reacting negatively to a specific situation, you have found an opportunity to sharpen your skill.