

# Fifty Reasons Why Sales Are Lost.

## Preparing For the Sale:

1. *Insufficient product knowledge of salesman.*
2. *Uninviting displays.*
3. *No point-of-purchase material.*
4. *Failure of salesman to meet prospect.*
5. *Salesman's lack of confidence.*
6. *Salesman's sloppy personal appearance.*
7. *Demonstration models not working.*

## Greeting the Customer:

1. *Waiting for the customer to greet salesman.*
2. *Using a closed-end greeting. "May I help you?"*
3. *Forgetting to smile.*
4. *Lack of enthusiasm.*
5. *Answering "No" to the customer's first question.*

## Getting Into the Sale:

1. *Not listening.*
2. *Failing to hear the customer's "Wants" and "Needs."*
3. *Inability to gain and hold the customer's complete attention.*
4. *Uncertainty of what we want to sell.*
5. *Failure to make the customer want what he needs.*
6. *Not taking into account fears present in the sale.*
7. *Leaping to conclusions.*
8. *Not having an advertised product available.*
9. *Knocking competition.*
10. *Downgrading a "promotional leader model."*
11. *Admitting failure too easily.*
12. *Inviting bargaining on price.*

## Fifty reasons continued

### At Demonstration Time:

1. *Imperfect floor models.*
2. *Failure to invite customer to "try it" himself.*
3. *Using too much flattery.*
4. *Insulting the customer's intelligence.*
5. *Inability to answer technical questions.*
6. *Getting too technical.*
7. *Lying.*

### Meeting Objections:

1. *Losing your patience.*
2. *Ignoring objections.*
3. *Not realizing the true basis for the objection.*
4. *Providing unbelievable answers.*
5. *Talking too much.*
6. *Not having an answer.*
7. *Failing to press for a close after objection was met.*
8. *Failing to turn objection into a customer benefit.*
9. *Being sidetracked by an objection.*

### At The Close:

1. *Not asking for the order.*
2. *Failing to recognize a buying signal.*
3. *Failure to spark customer's wants for the product.*
4. *Falling in love with the sound of our own voice.*
5. *Lack of confidence in the product.*
6. *Ignoring after-sale customer fears.*
7. *Poor choice in open-end questions.*
8. *Settling for first refusal.*