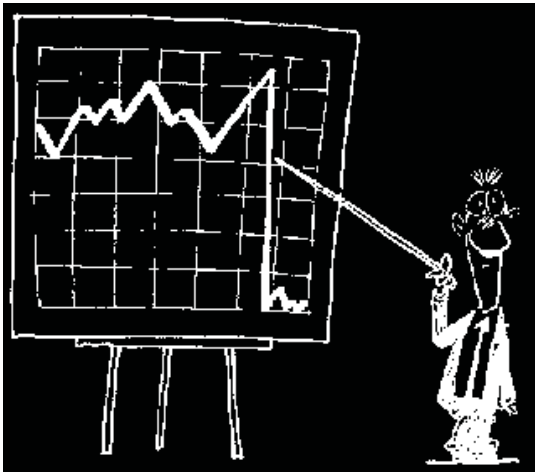




**Assessing a person's suitability for sales**

# WHY SALESPEOPLE



**FAIL**

**or... How to Succeed in Sales**

# A Special Presentation for...



**Sales  
Professionals  
of Ottawa**

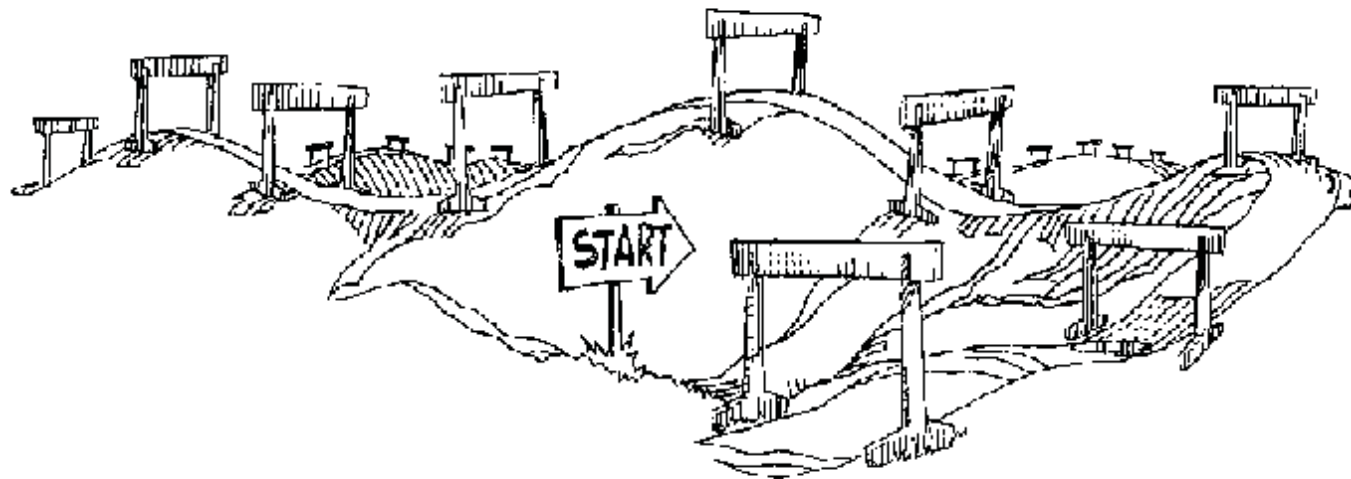


Welcome to the...

**International  
Association  
of  
Masochists**



# Typical Sales Day



# Sales Tip



If sales was easy,  
everyone would be doing  
it!



# The Sales Paradox

- 65% earning over \$100,000 are in sales.
- 80% earning over \$45,000 are in sales.
- Average sales income is <\$25,000.
- 70% of sales are made by accident!



# Character Study

□ △ Z O



# Character Study: Results

□  
△  
N  
O

- Highly intelligent.
- Lateral thinkers.
- Creative minds.
- Preoccupied with sex and booze!



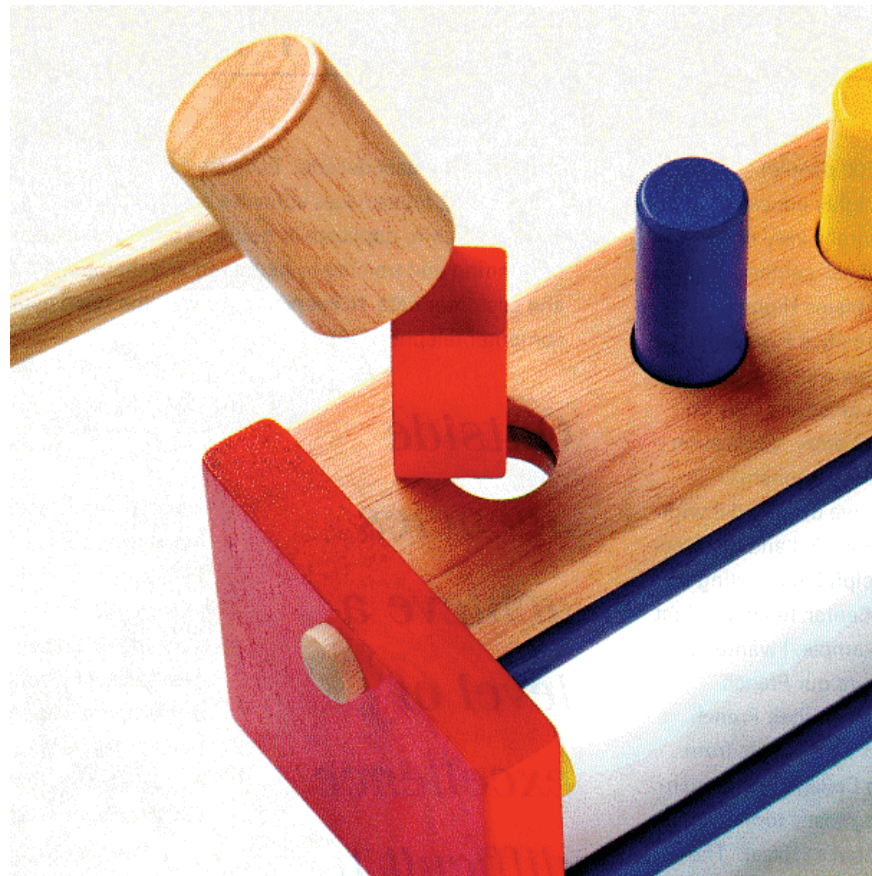
# Why Salespeople Fail

Let's explore the top 12 reasons  
salespeople fail...

and what you can do about it.



# Reason # 1



# They're in the Wrong Job!

Of those people who earn their living in sales...

- 55% should be **doing** something else
- 20–25% should be **selling** something else

The remaining 20%....

are responsible for 80% of all sales

From the book: “How to Hire and Develop Your Next Top Performer” by Greenberg, Weinstein, and Sweeney (McGraw-Hill)



# Gauging Sales Success

**S·A·L·E·S**  
**TEMPERAMENT**  
**ASSESSMENT**



# Sales Temperament Assessment

- Identifies 18 different sales temperament
- Chances of success in sales
- Chances of success in your particular sales environment
- Identifies potential problem areas
- Helps make a better fit to the job



# The “Born” Salesperson

The myth dies  
hard.



# Repairman & Handyman



- Personality type: Analytical
- Technical sales
- Consultative selling
- Soft sell (no sell)
- Retail sales
- Account maintenance
- Inbound telemarketing



# Shopkeeper



- Personality type: Amiable
- Relationship selling
- Team selling
- Customer service
- Inbound telemarketing
- Marketing support
- Retail/inside sales



# Farmer



- Personality type: Expressive
- Team selling
- Relationship selling
- Consultative selling
- Technical sales
- Soft sell
- Multi-call sales



# Hunter



- Personality type: Driver
- Cold calling – prospecting
- Outbound telemarketing
- Hard sell
- New account sales
- One-call sales
- Outside sales



# What's the Best Selling Style?



Farmer

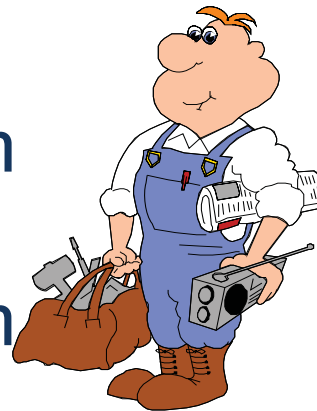


Hunter



Shopkeeper

Repairman  
or  
Handyman



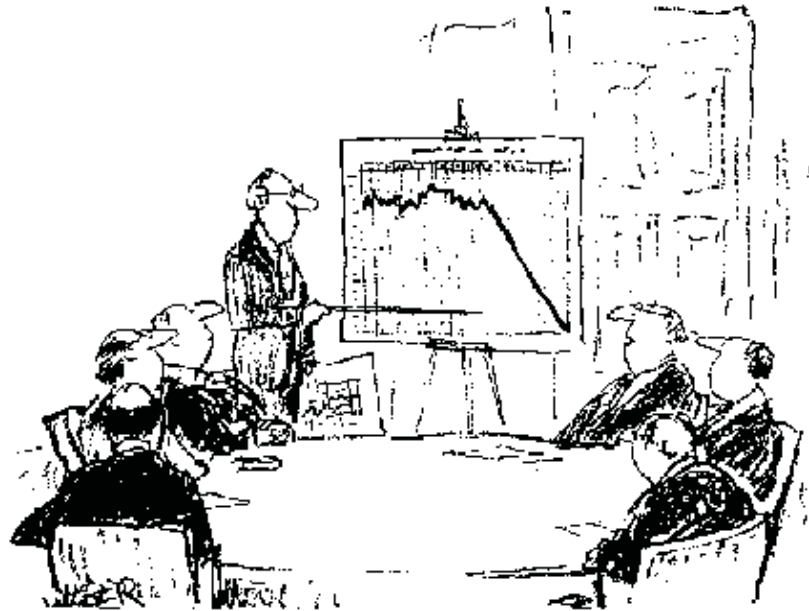
# Reason #2

Poor organizational skills.



# Reason #3

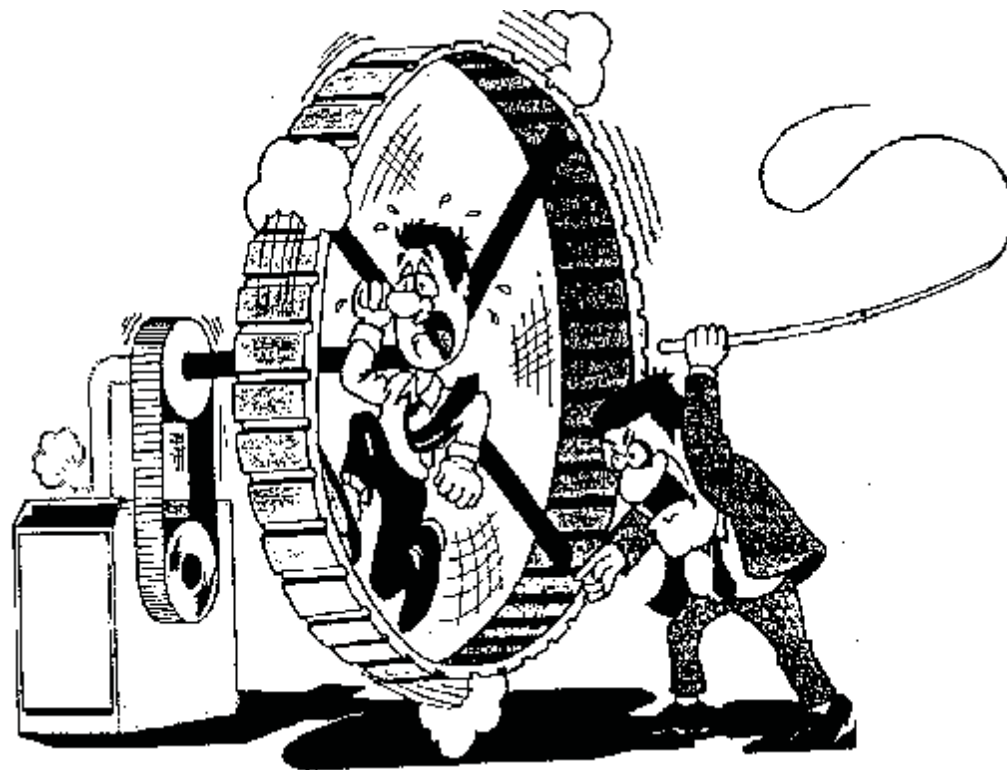
Lack of motivation and enthusiasm.



“Review it again, Ron. Just in case any of us don’t understand it.”



# External Motivation



# Reasons #4 and #5

#4: Poor product knowledge.

#5: Sloppy sales presentation.

Failing to remember that  
prospects buy the product of the  
product...

**Benefits!**

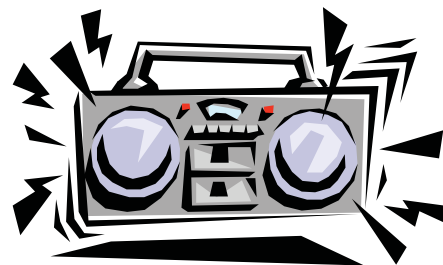


# Radio Station WIFM-FM

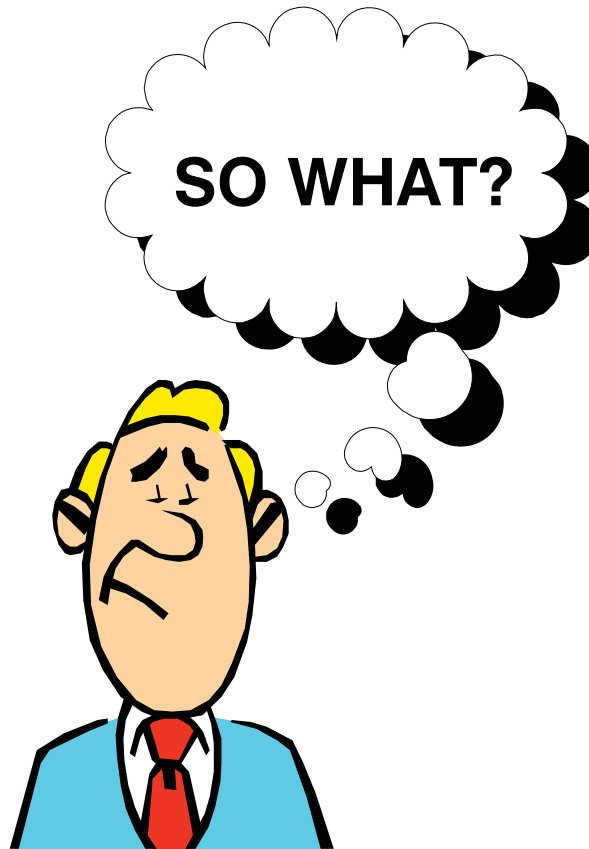
Everyone listens to WIFM-FM:

**W**hat's **I**n it **F**or **M**e — **F**OR **M**E!

So make sure you broadcast on  
your prospect's frequency.

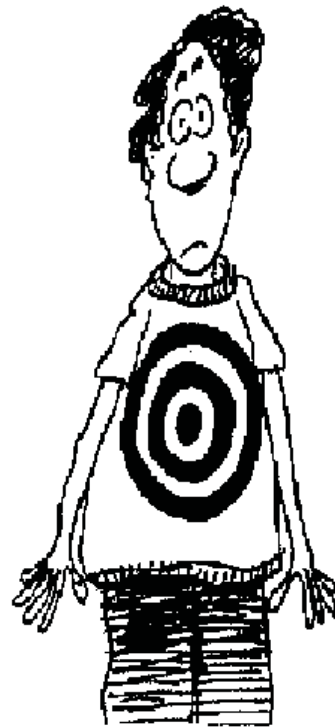


# The Silent Question



# Reason #6

Poor prospecting skills.



# Prospecting Skills

- Know **who** is a good prospect so you...  
don't spend time with **PWOT's**  
(Potential Waste of Time)
- #1 way to find good prospects?
- Referrals!
- Sure-fire Referral Technique



# Reason #7 (A & B)

A) Not developing a personal network

- Find a mentor/coach

B) Not leveraging social media

- Connect with your prospects
- Help prospects find you.

If you're not on LinkedIn...

You're not in the game!



# Reason #8

Low (or no) persistence.

Remember the Rule of 45:

45% of all leads turn into sales (for someone).

But 50% of leads are never followed up!

Interesting statistics:

81% of sales are made after the **5th call.**

84% of salespeople quit after the **3rd call.**



# Reason #9

## Mishandling objections

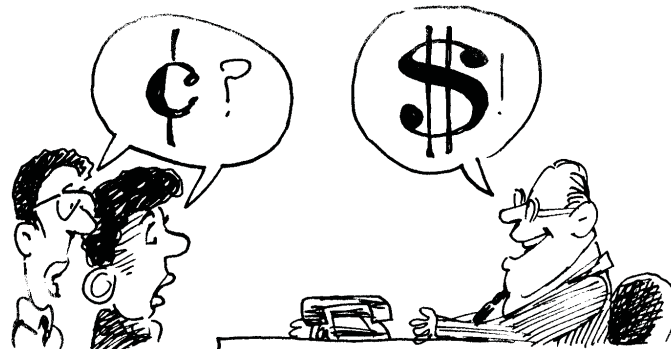
“Now don’t start with that sales objection stuff. I’ve had a bad day.”



# The Price Objection

There are only three reasons the price objection ever comes up:

- ① Your product/service **is** overpriced.
- ② The prospect **can't** afford it.
- ③ The prospect **doesn't want** to afford it.



# Reason #10

Not developing your sales skills.  
Get sales training.  
Learn and understand the basics.

## Training hours/employee/year

- Sweden: 200
- Japan: 170
- Canada/US: 7



# Reason #11

Failing to close.

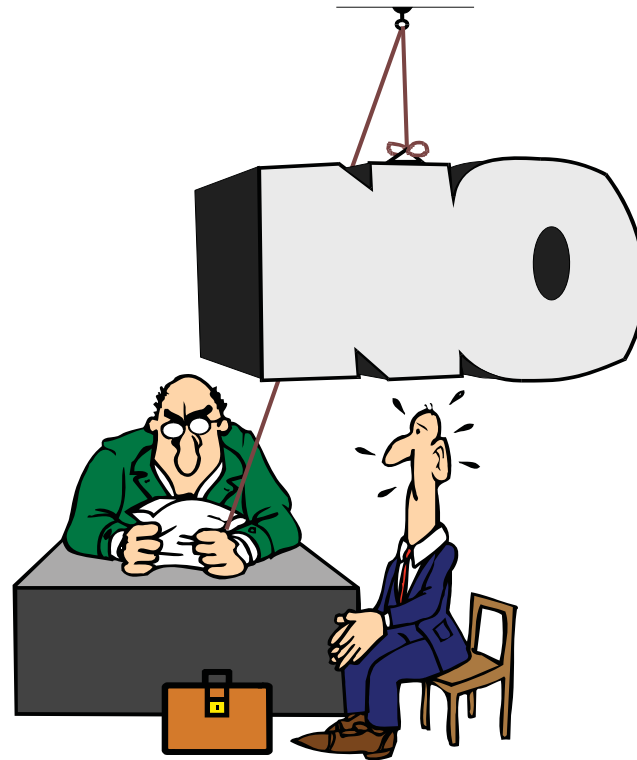


“Oh...hold it a second. At this point my boss says I should ask for the order.”



# The Dangers of Closing

A salesperson's greatest fear...



# Closing simply means...

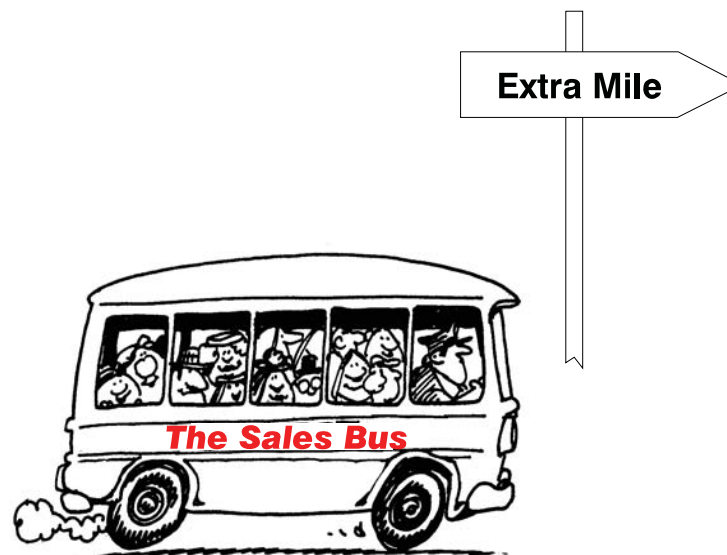
- Asking for the business!
- Know **how** to ask.
- Remember:

You lose 100% of the business you don't ask for.



# Reason #12

Failing to work harder and smarter.



Successful salespeople go the extra mile.



# Successful Salespeople

Have these eight traits:

- Assertive
- Persistent
- Healthy
- Good conversationalist
- Socially at ease
- Money oriented
- Good planner
- Disciplined



# Fantasies, Dreams & Goals

Set **SMART** goals:

**S**pecific

**M**easurable

**A**chievable

**R**elevant

**T**ime Related

But don't forget the secret ingredient...



# The Secret Ingredient

Having an  
**unreserved,  
personal commitment**  
to make it happen!



# Real Keys to Sales Success

Having the three D's, which are the...

**Drive, Desire, and Discipline**  
to do what needs to be done.



# Sales Tip



If you always do what you've always done, you'll always get what you've always got.



# In Closing

- Take out your business card
  - Put the numbers 1, 2, & 3 on the back.
  - Answer Y or N to the following questions...
- 1) Copy of the “Sure-fire Referrals” technique
  - 2) Copy of “What’s the Best Selling Style.”
  - 3) Info on my “Coaching/Mentoring Services.”



# Closing Thought



Don't just make a living...  
**MAKE A DIFFERENCE!**





**Assessing a person's suitability for sales**

[www.SalesforceAssessments.com](http://www.SalesforceAssessments.com)