

# 7 Common Mistakes Made by New Sales Pros & How to Avoid Them?



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## Common Mistakes in Sales

### Purpose:

- Know what are the Most Common Mistakes that will stop you from getting Sales
- Discover what to Say to get results

### What/How?

Finding out what is the mistake (Don'ts) and then what is the correct thing to do (Do's)



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## Common Mistakes in Sales

Do's	Don'ts
<ul style="list-style-type: none"> <li>✓ Use First Name of the Person eg Faizal, Khairul, Siti, Mohamed</li> </ul>	<ul style="list-style-type: none"> <li>✗ Using too much of Mr/Ms?</li> </ul>
<ul style="list-style-type: none"> <li>✓ Let me get straight to the point/ Let me just start immediately/ I know that you time is as valuable as mine, so let me get right to the point.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Using "How Are You?" Be prepared to hear – "Not so good", "Not so bad", It's a very bad day and so on.</li> </ul>
<ul style="list-style-type: none"> <li>✓ Do NOT leave any phone no. Simply say: It's OK, I'll call him back, Bye .. &amp; hang up the phone.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Leaving Phone numbers for prospects to call back (as if prospects got nothing better to do but call back to get a sales pitch)</li> </ul>
<ul style="list-style-type: none"> <li>✓ Answer a question with:               <ul style="list-style-type: none"> <li>- Another question or</li> <li>- With a Command/Direction e.g. It's about cost price analysis, is he around/pass me thru to him.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✗ Answering a question with just a statement and saying nothing else</li> </ul>



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## Common Mistakes in Sales

Do's	Don'ts
<ul style="list-style-type: none"><li>✓ Never mention training/workshop/ seminar. Simply say: This is a business call regarding ... put a complicated issue that your workshop covers eg ... cost price analysis/ contract management. Let me speak to him (remember you either ask a question or issue a direction/command</li></ul>	<ul style="list-style-type: none"><li>✗ Telling Reception or other Non-DM, that this is a training/seminar/ workshop</li></ul>
<ul style="list-style-type: none"><li>✓ Only Pitch people from the target market eg Procurement, Contracts, Commercial, Sourcing Managers etc</li></ul>	<ul style="list-style-type: none"><li>✗ Pitching training department</li></ul>
<ul style="list-style-type: none"><li>✓ See Next Slide</li></ul>	<ul style="list-style-type: none"><li>✗ Rushing to send an email when the prospect says: I'm busy, send me an email!!!</li></ul>



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## Common Mistakes in Sales

I'm busy send me an email!!! – what to say:

1. Well, that's why I'm calling to set up an appointment regarding ... workshop title ... (but DO NOT SAY IT'S A TRAINING). When's a better time to call, 2 pm or 5 pm closer to the end of the day?
2. If you like what you see what are you going to do next?
3. The email is going to be about ... workshop title ... On a scale of 1 to 10 how far is this important to you?
4. The email is going to be ... 2 workshop titles back to back ... Which one is most important to you, that you would consider attending?
5. Once I send the email over to you, what are you going to do with the email?
6. To be straight to the point, in my experience those emails get deleted or are never read. And I guess you have enough emails in your inbox, that's why ... repeat no. 1.



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## QUESTIONS?



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