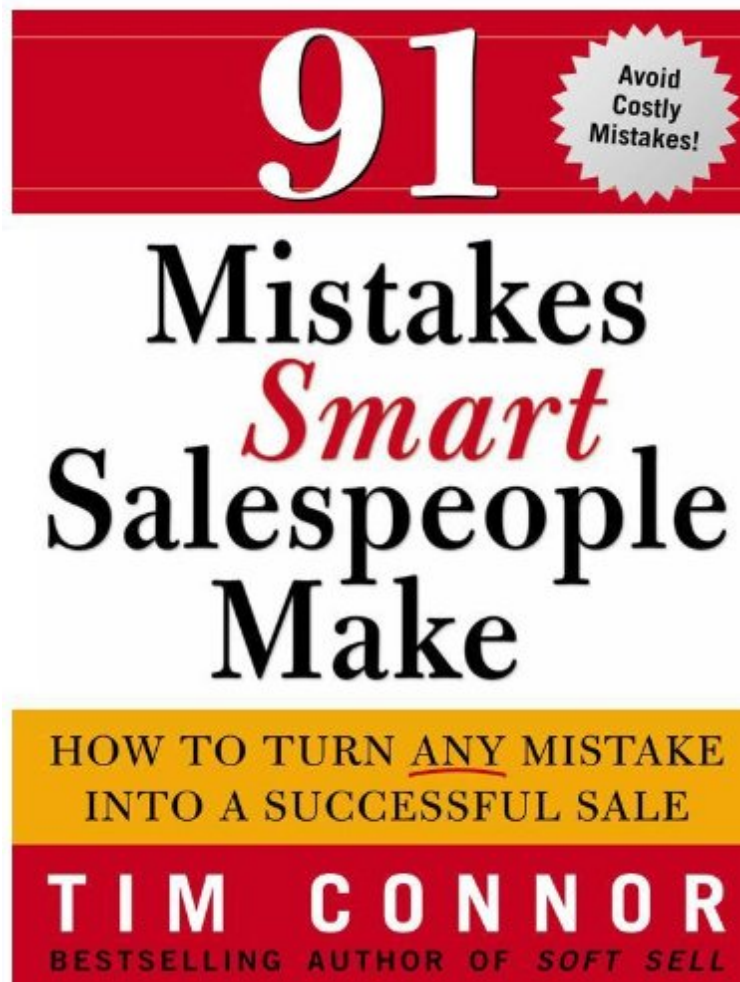


91 Mistakes Smart Salespeople Make: How to Turn Any Mistake into a Successful Sale

Tim Connor

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Tim Connor : 91 Mistakes Smart Salespeople Make: How to Turn Any Mistake into a Successful Sale before purchasing it in order to gauge whether or not it would be worth my time, and all praised 91 Mistakes Smart Salespeople Make: How to Turn Any Mistake into a Successful Sale:

1 of 1 people found the following review helpful. Basic Fundamentals, But a Few Fresh IdeasBy CompayI enjoyed the approach of this book, in that it highlights common mistakes made by anyone involved with sales, and how to correct them. Much of what you will find in this book is Sales 101, but there are a few solutions to common mistakes that he elaborates on more than other sales books. Examples of this include Mistake #38 (letting business go without a fight), which offers solid advice on converting what could have been a lost sale into a future client. Mistake #50 (failing to build psychological debt) also offers great suggestions that I haven't previously come across in reading about the psychology behind sales. While some of the solutions offered to the 91 mistakes were beneficial, more than a few

from the first chapter smacked of self-help literature. Connor points out mistakes dealing with self-esteem, day-to-day organization, and stress. I could have done without those, as well as the theological references, but perhaps some readers will find them useful on a personal level. I also noticed that Connor repeated several solutions word-for-word throughout the book, as though his attempt was to stretch it out. The redundant solutions and advice that doesn't seem critical to prospecting or making a pitch is partly why I deducted a star from the rating. My primary reason for giving it four stars was because many of the solutions are easy to find online, or in older sales books. The most useful advice contained within this book is worth much more than its modest retail price. The money that you will generate from new sales makes this a worthwhile purchase.

There are only two ways to boost your sales performance. Do less wrong or do more right. From bestselling author Tim Connor comes a unique look at 91 mistakes that thousands of salespeople make every day, from losing control of the sales process to letting business go without a fight. *91 Mistakes Smart Salespeople Make* offers smart, straightforward, no-holds-barred methods that will help both novice and expert sell more in less time with less rejection and disappointment. Whether readers are seasoned sales professionals or new to the field, *91 Mistakes Smart Salespeople Make* is the only sales manual they need to boost profits!

About the Author Tim Connor, author of *Soft Sell* and 35 other books, has been a full time speaker and trainer for over 30 years. He has given over 4500 presentations in 18 countries on sales, motivation management, supervision and relationships. Mr. Connor is also the founder of Master Speakers International, an elite group of seasoned veteran speakers. He lives in Davidson, North Carolina. Excerpt. copy; Reprinted by permission. All rights reserved. Excerpt from *91 Mistakes Smart Salespeople Make*

MISTAKE #1: Lacking Clear Focus You usually bring into your life whatever is consistent with your focus. You can focus either on what is not working or what is, what you don't have or what you do, what you want or what you don't want, what you believe in or what you don't. There is a great line that says, "Be careful what you ask for-you might just get it." One of my favorite quotes is by the late tennis great Arthur Ashe. He said, "True greatness is, start where you are, use what you have, and do what you can." Most sales winners are grateful for their blessings in life and focus on what they want, have, and can do. By the same token, most losers focus on what is missing, where they are not, and what they can't do. Let me give you an example: Salesperson A complains constantly. Prices are too high. Brochures are not up-to-date. He doesn't have a laptop or cellular phone. His territory is too small and has too few prospects. There is inadequate internal support staff. It's raining.... You get the picture. If this type of salesperson is doing poorly, he can find a reason why (other than himself). On the other hand, Salesperson B-a winner-learns to work with what he has. He improvises, innovates, adjusts, compromises-whatever it takes to get the job done with the tools he has. A key ingredient in all leaders, winners, effective people, and productive and successful organizations is focus. Turn It Around Focus on what you want, not what you don't want.

MISTAKE #2: Stop Learning Is next year going to be better than last year, about the same, or worse? Every year thousands of salespeople start the New Year with big goals, wonderful intentions, and executable plans. However, at the end of each year, thousands of salespeople can be heard asking themselves, "Where did I miss the boat? What did I miss? Why was this year not much better than last year?" Over the years, one common denominator I have observed in successful salespeople is their willingness to invest in the continued improvement of their skills, attitudes, and philosophy. What did you invest in yourself last year? Not in your bank balance, home improvements, travel, or daily maintenance, but in yourself. And you don't get to include what your company invested on your behalf in seminars, courses, or learning materials. If you are excelling in this demanding career, I will guarantee you have invested more in yourself than you have in going out to dinner. If you have invested more in personal entertainment, I will bet you are not achieving what you could be and that you end each month and year with frustration and worry. Life is an interesting relationship between paying the price and winning the prize. Between self-investment and rewards. Between investing time in personal development and your ultimate success. It is never too late to begin an aggressive ongoing self-development program. There are hundreds of books to read, training CDs and tapes to listen to, and seminars to attend. Don't wait for your organization to invest in you and your future value. Take full responsibility for the quality of your life and learning. I strongly urge you to do it now. Turn It Around Invest 10 percent of your time and money in self-improvement.

MISTAKE #3: Not Being Organized Clutter. Technology. Stuff. A full plate. Sales reports. Personal interests. Home life. Career. Relatives. Friends. Too little time. Too much to do. Meetings. The list goes on and on. One of the things I have discovered about successful salespeople is their ability to handle a variety of tasks, problems, issues, responsibilities, and challenges at the same time. I am talking about personal management. Below is a method for approaching personal management.

1. Start with a plan of what you want to do.
2. Prioritize your goals, objectives, tasks, projects, etc.
3. Stay focused.
4. Get rid of the clutter in your life.
5. Concentrate on one thing at a time.
6. Don't stick with anything that you are not passionate about.
7. Have routines for the regular tasks in your life.
8. Get up earlier. Go to bed later.
9. Organize your workspace so that you can be more productive.
10. Learn to say no more often.
11. Develop the habit of Doing It Now.
12. Don't make commitments you can't keep.
13. Respect and value your own time.
14. Play when it is time to play, and work when it is time to work.
15. Use technology as a tool, not a

crutch.16. Throw away the stuff you don't need, use, or want. Turn It Around Plan everything. Finish it. Then move on to the next thing.