

## Sales Mistakes    October 2005

|   |   |
|---|---|
| <p>PPS<br/>Performance<br/>Minute<sup>SM</sup><br/><a href="http://www.globalpps.com">www.globalpps.com</a><br/><a href="mailto:sales@globalpps.com">sales@globalpps.com</a><br/>866-895-0596</p> |  <p>The logo for Prometheus Performance Systems features a stylized globe with red and blue curved lines. To the right of the globe, the text 'PPS' is in a blue circle, followed by 'Prometheus' in a large blue font and 'Performance Systems' in a smaller blue font below it.</p> |
|---|---|

### **Not Identifying the Real Buyer**

The biggest mistake salespeople can make is not identifying the real buyer. The real buyer is the person who can write the check, approve the purchase order, or sign the deal. Real buyers don't have to ask their boss for permission or take it to a committee. You may have to talk to various gatekeepers before you get to the real buyer, but you won't make the sale until you get in front of that real buyer. Time spent with gatekeepers will be largely wasted so you can't squander your efforts there. You need to be polite and build relationships, but ultimately you must get in front of that real buyer and do it quickly.

### **Not Being a Partner**

Once you are talking to the real buyer you need to become a partner with them. Salespeople often make the mistake of pushing a product rather than serving a client. When you partner with the real buyer you are going to better understand their needs. You need to listen more than talk. You can then offer solutions to their problems and act as a partner in achieving their business goals. You are then seen as a valuable resource to the buyer rather than an annoyance. This will help with both the initial sale and especially follow-on sales.

### **Not Showing the Value of the Product**

All the product features and benefits in the world will mean nothing to a buyer unless you can show the value of the product to them. Too many salespeople make the mistake of pushing features or benefits that have no relevance to the individual buyer's situation. In order to really show true value to the buyer must understand their needs and goals. You must define the value in terms relevant to the buyer and in a fashion that they will believe. With good value established the sale, and any related negotiations become much easier.

This PPS Performance Minute<sup>SM</sup> is brought to you by Prometheus Performance Systems:

- E-mail: [sales@globalpps.com](mailto:sales@globalpps.com)
- Web: [www.globalpps.com](http://www.globalpps.com)

***[www.globalpps.com](http://www.globalpps.com) Improving Performance, Profits, & Sales***

© 2005 Prometheus Performance Systems LLC