

Title:

7 Ways to Cut Loose from Old Sales Thinking

Word Count:

1237

Summary:

How would your selling behaviors change if you changed your sales thinking? Old Sales Mindset

Keywords:

cold call, cold calling, sales training, phone selling, phone prospecting, sales prospecting,

Article Body:

<p>Regardless of what product or service you're selling, you should be able to relate to her d

<p>Outdated sales skills fail to address the core issue of how we think about selling and unle

<p>And we'll continue believing that we're always just one new sales technique away from the b

<p>New Thinking = New Results </p>

<p>Maybe it's time to take a different approach. Maybe we need to analyze our thinking and ide

<p>Take a look at the table below and think about your current selling mindset. </p>

<p>How would your selling behaviors change if you changed your sales thinking?</p>

<p>Old Sales Mindset Vs New Sales Mindset </p>

<p>1. Always start out with a strong sales pitch Vs Stop the sales pitch. Start a conversation

<p>2. Your goal is always to close the sale Vs Your goal is always to discover whether you and

<p>3. When you lose a sale, it's usually at the end of the sales process. Vs When you lose a s

<p>4. Rejection is a normal part of selling, so get used to it. Vs Hidden sales pressure cause

<p>5. Keep chasing prospects until you get a yes or no. Vs Never chase prospects. Instead, get

<p>6. When prospects offer objections, challenge and/or counter them. Vs When prospects offer

<p>7. If prospects challenge the value of your product or service, defend yourself and explain

<p>Let's take a closer look at these concepts so you can begin to open up your current sales t

<p>1. Stop the sales pitch. Start a conversation.</p>

<p>When you call someone, never start out with a mini-presentation about yourself, your compan

<p>Instead, start with a conversational phrase that focuses on a specific problem that your pr

<p>Notice that you are not pitching your solution with this opening phrase. Instead, you're ad

<p>2. Your goal is always to discover whether you and your prospect are a good fit.</p>

<p>If you let go of trying to close the sale or get the appointment, you'll discover that you

<p>By simply focusing your conversation on problems that you can help prospects solve, and by

<p>3. When you lose a sale, it's usually at the beginning of the sales process.</p>

<p>If you think you're losing sales due to mistakes you make at the end of the process, review

<p>Did you use traditional sales language ("We have a solution that you really need" or "Other

<p>Traditional sales language leads prospects to label you with the negative stereotype of "sa

<p>4. Hidden sales pressure causes rejection. Eliminate sales pressure, and you'll never exper

<p>Prospects don't trigger rejection. You do -- when something you say, and it could be very s

<p>Yes, something you say.</p>

<p>You can eliminate rejection forever simply by giving up the hidden agenda of hoping to make

<p>5. Never chase prospects. Instead, get to the truth of whether there's a fit or not.</p>

<p>Chasing prospects has always been considered normal and necessary, but it's rooted in the m

<p>Instead, ask your prospects if they'd be open to connecting again at a certain time and dat

<p>6. When prospects offer objections, validate them and reopen the conversation.</p>

<p>Most traditional sales programs spend a lot of time focusing on "overcoming" objections, bu

<p>They also keep you from exploring or learning the truth behind what your prospects are sayi

<p>You know that "We don't have the budget," "Send me information," or "Call me back in a few

<p>7. Never defend yourself or what you have to offer. This only creates more sales pressure.<

<p>When prospects say, "Why should I choose you over your competition?," your instinctive reac

<p>Something like, "This `salesperson' is trying to sell me, and I hate feeling as if I'm bein

<p>Stop defending yourself. In fact, come right out and tell them that you aren't going to try

<p>Then explore how your product or service might solve those problems. Give up trying to pers

<p>The sooner you can let go of the traditional sales beliefs that we've all been exposed to,

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