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## The 5 Common Myths in Sales and What Really Works

Sales myths are harmless in themselves after all they are only myths. Right? No wrong. Problems such as customer relationships and lost sales are the result when salespeople and sales management believe myths to be true and act on them.

### **Myth #1 – It's a numbers game**

Having a list of names and '*cold calling*' repeatedly until the prospective customer finally speaks to you is impersonal and can project a product pusher image. The prospective customer in many cases will react by becoming defensive or aggressive. So how would you develop a relationship when prospective customers are seen as a number? Answer – it's not doable.

#### **What works?**

Focus on the quality of each interaction and not purely on numbers. Base your sales calls on prospective customers who have genuine potential. Establish an open and friendly manner aimed at creating mutual respect. Use open ended questions, survival phrases and good language. Begin by getting yourself in the right mental frame of mind by deleting language such as '*cold calling*' and replace it with '*new calls*' because that describes what it is. There is nothing '*cold*' about calling on someone.

### **Myth #2 – For every “no” you are closer to a “yes”**

Using the same approach for every call and expecting a different outcome doesn't make sense. The chance of a “no” becoming a “yes” is highly unlikely and if so it would be luck than anything else. High volume calls in themselves won't produce sales success.

#### **What works?**

Learn what has been going wrong with your sales calls and change what needs to be changed in any area of your professional image or skills. This can be and not limited to your vocal tone, pace or the words you use.

### **Myth #3 - You don't need a script**

Yes you do. Not using a script creates its own set of problems such as mentally freezing which can lead to sales call reluctance because you are not sure of what to say or what questions to ask.

#### **What works?**

Use your sales process as a guide when you write your script and list core questions. Then rehearse, rehearse, and rehearse until it comes naturally to you. It will also build your self confidence.

### **Myth #4 - You need to welcome rejection because it is part of sales**

By expecting rejection there is a good chance it will happen. No one likes to be rejected but you can attract rejection if you sound nervous and anxious when you approach a prospective customer. Rejection can also happen when a prospective customer feels angry about a personal situation and then expresses their anger when you call. Call back another time and the same person may talk to you in a warm and friendly manner.

#### **What works?**

Follow your sales process and selling skills and don't take rejection personally. Rejection is expressed in the form of a rebuttal or a sales objection. It's a business refusal and not personal rejection. You may have been rejected this time but not necessarily the next time you call on the same person.

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## **Myth #5 – Close often and close hard**

This is high pressure selling and it's from the old school of sales. It is a single minded focus to try to sell a product with minimal regard as to whether the customer needs it or how they may feel. In many cases the response is a sales objection and if pushed too hard you may be asked to leave.

### **What works?**

Follow the sales process and don't assume the customer will buy what you think they should buy. Your aim should be to create trust in the first instance and not the sale. When you create trust and build a solid relationship the close will come naturally for both yourself and the customer. Ask qualifying questions to find out what they really want and need and then offer the right product or service

There are many other sales myths but the ones listed are the most common. Myths need to left where they belong, noticed that they exist because they have been around for a long time and then ignored. Do what you know works in sales.

If you would like to discuss this topic or any other relating to sales performance then contact Kurt Newman direct on + 61 0412 252 236 or email [kurt@salesconsultants.com.au](mailto:kurt@salesconsultants.com.au)



*Kurt's expertise is in sales strategy, sales management development; group structured sales training and infield sales coaching. As a sales person he has successfully sold products and services in 4 major market/product segments: new product sales, consultative sales, relationship sales and retail. During his selling career he created sales records for three companies in two industries and won many sales awards for outstanding performance*