

Top 40 Sales Problems

1. Always want to be liked by prospects
2. Blowing the first seconds of contact
3. Blowing the sales presentation after a good start
4. Can't control long buying cycles
5. Can't turn around negative or resistant prospects
6. Can't deal with distractions
7. Not knowing when or how to close a sale
8. Don't get enough referrals and introductions
9. Don't have a strategic process to deal with multiple decision-makers with varied interests and concerns
10. Don't have a tracking system that shows progress towards reaching sales goals
11. Don't know when you are being lied to, stalled or put off, or what to do about it
12. Unsure of what has to happen and when in a sales process
13. Fear of or ineffective at cold-calling
14. Fear of rejection
15. Not gaining a prospect's trust
16. Not getting through voicemail or gatekeepers
17. Not asking the right kind of questions in the right way all the time
18. Hiring the wrong sales people
19. Inaccurate forecasting
20. Not resolving inappropriate contact level/type within a prospect
21. Little sharing of intellectual capital across your team or network
22. Not using a structured, sound sales process that mirrors the buying cycle
23. Not understanding the other person's personal or company values
24. Not comfortable getting prospects to talk about money, budget and their buying process
25. Not doing your homework
26. Not knowing your prospect's "hot button"
27. Not listening
28. Insufficient warm in-bound leads
29. Not qualifying prospects in/out
30. Not using customer endorsements
31. Not well organised and don't manage time effectively
32. Overselling
33. Psychological attachment to deals
34. The prospects say they have a better quote from a competitor
35. Not effective at answering a prospect's concerns, questions or objections
36. Unable to articulate your USP or value proposition
37. Waste time making too many repeat and follow up calls
38. Tend to accept "think it over's", "get back to me's", and/or "we'll let you know's"
39. Can't always get prospects to reveal their reasons as to why they would not buy
40. Inconsistent motivation and performance