

10 Biggest Mistakes Sales People Make

When you're next in a sales pitch be mindful of the following mistakes that sales people can make:

1. Talking too much.
2. Giving information before they get information.
3. Failing to observe and integrate early prospect signals.
4. Failing to effectively manage rejection and failure.
5. Selling when they should prospect and prospecting when they should sell.
6. Not listening and taking notes while the prospect is talking.
7. Injecting their own values and/or buying prejudices to the sales process.
8. Not effectively reading the buyer's signals and acting accordingly.
9. Selling features and price rather than value and customer benefits.
10. Not asking for the business.

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