

# **10 THINGS NOT TO DO IF YOU WANT TO BE SUCCESSFUL IN SALES**

By: Mike Simmons

We are all looking to be successful in sales, here are 10 things you should be sure you do **NOT** do...



PITCH WITHOUT CONTEXT



ASSUME



OVERPOWER THE CONVERSATION



ATTEMPT TO SOLVE FOR EVERYTHING



SELL ALONE



STICK TO YOUR SCRIPT/TEMPLATES



TRY TO BE THE HERO



WING IT



TAKE A "ME" FIRST APPROACH



ABC - ALWAYS BE CLOSING

## **Pitch without Context**

- Customers care about the problem/challenge they have.
- Ask questions, gather information and then pitch your solution based on their problem.

## **Assume**

- When we assume, we may start focusing on things that are not directly related to the customer problem.
- Ask better questions and validate. This creates higher predictability.
- Anticipate, but don't assume!

## **Overpower the Conversation**

- Step back and listen to your customers.
- This will lead to more engaging conversations.

## **Attempt to Solve Everything**

- Reality is, you probably solve for 1 or 2 core problems.
- Identify the core problems you solve and then find the folks who have that problem.

## **Sell Alone**

- Realize you are the facilitator of the discussion.
- Bring others into the discussion.
- Additional perspectives can help you avoid blind spots.

## **Stick to the Script**

- You don't need scripts or templates. Using them leads to being someone you are not.
- Outlines are better than scripts.
- Be clear on your objectives. Be clear on customer objectives.
- Personalize your approach.

## **Try to be the Hero**

- Your customer is the Hero.
- Take on the role of the guide and help them solve their problem.

## **Wing It**

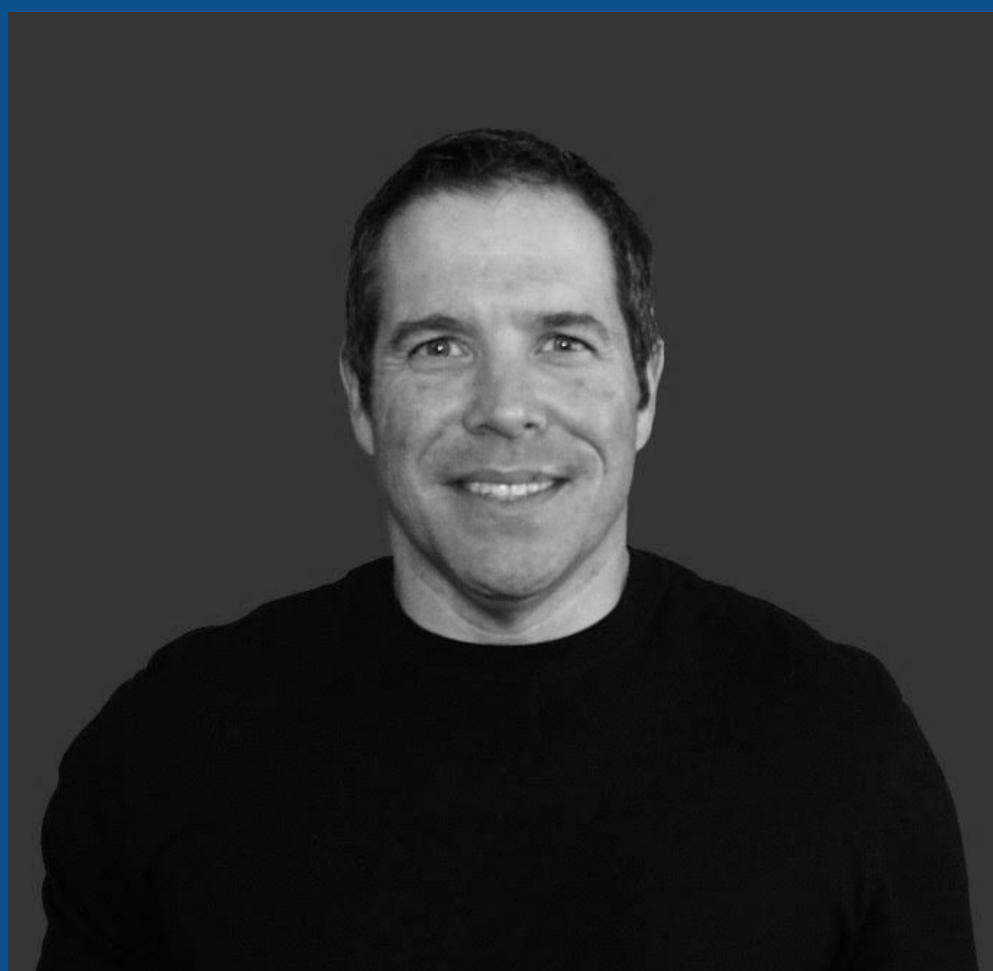
- Have a process or guideposts.
- Predict appropriate next steps.
- Go in with a plan and execute your plan.

## **Take a "Me" First Approach**

- If you focus only on yourself, there will be constant conflict.
- Deliver your solution based on what's important to the customer.
- Sales (from my perspective) is service-oriented.

## **Always Be Closing**

- Help provide clarity.
- Give them a Call to Action.
- Provide appropriate next steps.
- Always be helping instead of closing.



## **Mike Simmons**

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More than 20 years of operations, consulting, sales and sales leadership experience, 15 in the EdTech space. Life long learner, creative, analytical, and driven to achieve results. Mike has built, lead, and optimized sales organizations leveraging both direct and indirect teams. Husband, father, and jeep enthusiast. Arizona State University B.A. Psychology class of '97.

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