

# **-The Winning Philosophy-**

**Instant Training by Adam Vizler**

**(Based on the Definitive Cold Sales Course)**

## **Ever Felt Like You Can't Do "That"?**

Staring at the list of prospects. Eyeballing their phone numbers. You know you just have to pick up the phone and speak to them.

But oh wait... After google searching this prospect you find out he is the owner of 5 companies and the top donor of a charity. You like "no.. I can't call HIM! He is too big of a name for someone like me to speak to him."

As you are thinking about it, whether you should or shouldn't call, whether you can or can't, there is a prospect walks in to the office. First thought comes "I really should speak to this person. But am I trained enough? Will it not be awkward? Maybe he is just looking around."

The conclusion is all the same "I can't" or "I won't" or "I don't want to" or "I don't feel like it".

## **Why Does It Happen?**

A simple dose of "thinking". Thinking is a procedure we humans use to come to conclusions regarding challenges or things that we aren't certain in.

That is all fine and good.

The problem is that this process works as long as there are enough certainty. Enough data to come to a conclusion with certainty. Yet what happens when some data are missing? Or when the data is uncertain?

Like the data of whether it's going to be a good outcome or not.

So with this uncertainty, the human mind tries to think more and more. Conclusion? Not really going to happen, but the thinking will continue.

What are the worst things that could happen in an interview with a prospect? That he starts “Thinking about it”.

The infamous “I need to think about it”.

**If You Don't Want Your Prospects to “think about it”, Why Should You?**

## **So What Should You Do?**

So, you can see. In uncertainties, the only way to get to an outcome or to a result, is by taking action.

Is by not “thinking about it” but by taking action. Whether the end result is good or not. That doesn't concern you.

Your job is to do everything you can in order to succeed. And the best way to do that by, is by taking action. As many action as you can!

Will you fail? Most likely. Nobody learned to run without falling a couple of times here and there. But to really run, one needs to take a lot of steps. Again, and again.

**If you really feel uncertain, afraid, concerned about doing an action. Do this:**

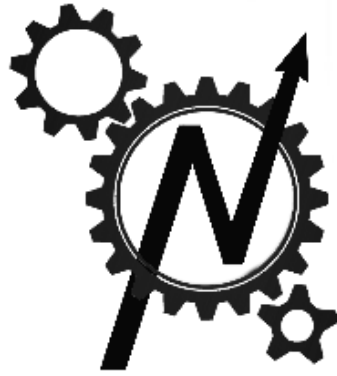
**Say to yourself *“Happens what happens”*.**

That is my winning psychology in taking action. It gives enough push and justification to go forward!

What does “Happens what happens” mean? It doesn't mean to take no responsibility for the outcome, and just let things play out by themselves, without taking any control.

No, it means “The outcome doesn't matter, but nevertheless I will do whatever I can to make this action into success.”

It just means not to care about the outcome. Do everything you can to make it go right. And just take action.



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# **-Basic Facts Of Sales -**

Instant Training by Adam Vizler

(BASED ON the **Definitive Cold Sales Course**)

- Commitment builds up gradually. But once there is a small amount of it, like gravity it invites more and more and adds to itself one bit at a time.
- Once commitment is established, people would rather keep that up even if it is inconvenient rather than cancel it and quit.
- Agreement is the basis of all sales.
- For a prospect to buy the sales rep's product, the sales rep has to be sold to the prospect first. I.E. One can pitch whatever one wants, if he himself aren't accepted and liked.
- Attention goes to the subject that are being communicated about. The more one asks and talks about problems, the more the prospect will be aware of those. The more one talks and asks about concerns the more the prospect is being aware of those. The more one talks and asks about benefits, the more the prospect is aware of those.
- Previous negative experiences can influence the prospect with caution and carefulness in regards to new experiences. I.E. if the prospect got disappointed in your industry before, even if you are not representing the same company, it can influence the decision making process of the prospect. Get rid of those experience's influence before proceeding with the interview.

- Positioning is the technique to introduce something favourably and fast without extensive education.
- People naturally aim towards 2 things at the same time. Getting away from **pain** and getting closer to **happiness**. In Sales, **pain** is a problem (as all problems create pain to a certain level, physically or emotionally). In Sales **happiness** are goals. As achieving goals and succeeding at them causes happiness.
- Nobody buys another problem. People ONLY buy solutions. Solutions that are handling problems or solutions that allow the individual to get closer or even achieve his goals.
- The more people understand something, the more secure and at ease and comfortable they feel about that thing. The less people understand something, the more they fear it and resist it.
- Sales is about turning a maybe into a yes. It is not about turning a no into a yes. That is a waste of time and rarely works.
- Sales is emotional. Without emotional attachment there is rarely a sale. But same thing with logic. Without logic, there is rarely a sale. Logic in the end is second to emotion, but you need it nevertheless to make the sale.
- Fear and uncertainty are the reasons for 80% of the objections.
- An Objection is a “reason why not to do something”.

- People pay the price if they estimate the product to be of equal or better value to the price. People won't pay the price if they view the price more than the value they will get.
- The more expensive the product gets, the more logic and education it requires to be sold. Alternatively, the cheaper a product gets, emotion dictates the decision making process more and more.
- Imagination, and getting people to imagine potential positive scenarios can create emotion.
- Often times, people make up their own minds about something by looking at other's reactions to this something.
- The simpler something gets, the easier it gets to think with it and to interact/reach out for it.
- A sale is automatically made when the individual has no more objections. Alternatively, a sale is never made as long as the individual has objections about buying.
- A prospect NEVER "thinks about it".
- Prospects can lie just as much as any other human being.
- Sometimes a message or point has to be repeated 5-7 times until the receiver really "gets it". This fact is made based on research.
- There is NEVER a close if there was no request made to close.

- One who never asks, will never get an answer.
- The more tailor made a communication is, the better it is understood and received.
- If the sales rep doesn't believe, trust and like the product, neither will the prospect.
- Emotions act like viruses. They spread from person to person, who has been exposed to it.
- The more agreement one gives, the more agreement one gets.
- The more liking one gives, the more liking one gets.
- Questions & intelligence gatherings are more important than blindly pitching.
- There is ALWAYS another objection behind "I need to think about it" and "let me take a look around first" and "I will call you back". That objection behind these "fake" ones is the real one you should aim to handle.
- A legitimate objection is a real reason why the prospect can't move forward. It has to be actually solved (or the prospect at least has to be armed with a solution in order to move forward)
- The more personal a salesperson is, the more influence the salesperson has.

- Force will be met with resistance. Acceptance will be met with favourableness.
- People like people with similar qualities.
- People hate those that are against them or belittle them or show them they are wrong.
- Sales is essentially about helping the prospect.
- A “yes” means yes. A “maybe” means yes. A “no” means not yet.



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# - Sales Definitions -

## Instant Training by Adam Vizler

### (Based on the Definitive Cold Sales Course)

#### For Effective Action, One Must Understand

The more understanding one has, the better he can stay in control and direct a certain action.

These are some of the words I will be using, and the definitions of how am I using these words.

Please take a second to read and understand. It might handle some confusions on the subject of sales.

Also, I don't know about you. But sometimes a simple definition tells me more than a whole book about a subject.

Lets see what it does to you. What-da-ya-think? Yea? Cool, lets go!

#### Definitions

**Sales/Selling:** The action of getting some one to exchange money with your product/service.

**Sales rep:** Sales Representative

**Rapport:** Is the amount of trust that is going on between the sales person and the prospect. It is a vital element of any successful sales interviews.

**Contacting:** Getting in touch and establishing a certain amount of rapport and authority to continue with the sales process.

**Sales Resistance:** un-cooperation from the prospect's side. Either not willing to communicate, be honest or to agree with the sales rep.

**Handle:** To get out of the way anything that is interfering with the sales interview. Things like distractions. Attention consuming problems, worries and sales resistance.

Handle also means to simply clear things out of the way.

**Market/Marketing:** To introduce a product/service to a market. It involves certain actions. Like making the product/service widely known and people educated on its specifics, uses, price and so forth. It is a vital step in the sales pattern. The purpose of marketing is to make a product/service the logical choice.

**Cold Contact:** Contacting strangers. A theory why it's called "cold" because temperature (like warm or cold) is just a degree of movement of the particles.

The less particles move/vibrate on the atomic level, the colder it gets. The more they move, the hotter it gets.

Cold Contact is used for strangers, people that weren't prepared to buy that they, and most likely haven't even heard of you before that contact. That's why they are the hardest to move in the sales process. And that's why its "cold".

**Cold Call:** Contacting strangers through the phone.

**Cold Sales:** Selling to strangers.

**Close/Closing:** To "close" means to end something, or shut the door. In this sense, you shut the door on the competition and secure the payment from the prospect. Closing means to make the deal. NOTE: It's not a close until you have the papers signed and money in your account. A promise from the prospect to "close" is not enough to count something as "closed". Typically closing means to ask for the purchase, handle objections and get the interaction to a positive conclusion (paid and signed by the prospect).

**Prospect:** A potential customer. It is ONLY a potential customer if the person can be made into a customer. If there is no chance to make this person into a customer, than this person isn't a prospect.

**Lead:** A potential customer to chase after. Usually referrals are called leads. Or prospects from ad campaigns. Mostly interchangeable with prospect.

**Objection:** A reason why not to do something. As long as there are unhandled objections, the prospect won't purchase. That's a fact.

**Public Relations/PR:** The technology of creating and maintaining a positive relations with one's audience.

**Black PR:** False and derogatory PR. Meaning fake news, stories, gossips, lies, and campaigns aimed to destroy some one's image.

**Communication:** The exchanging of ideas and thoughts between 2 people.

**Positioning:** A PR technology. To create a positive image, feelings through association one's brand/product/service/company with other positive and known things.

**Problem:** The reason for a customer's purchase. Problems are interchangeable with Goals. As the 2 is one and the same but from a different approach.

For example. If I have a problem of going bald, my goal is to grow hair. Another example. If I have a goal to be happy, my problem is that I am sad.

A problem is always the opposite of a goal. A goal is the opposite of a problem.

At the end of the day, people buy because they want to solve or improve their problems (or goals).

**Tag:** To work together with another sales rep. There are different tagging techniques in sales that proved very effective.

One tag for example is the "authority tag". That is where the one of the sales rep who can't close the individual introduces another sales rep, but builds up his image before doing so. Saying things like "This guy is the best in the field, he is legendary. He only deals with our most esteemed clients. He gets paid as much as all of us here together."

Etc....

This can give the secondary sales rep (who could be a totally average Joe) a good head start, as now the prospect really sees him as an authority. And what do we do with authorities? We trust and cooperate with them.

**Bird Dog:** A person that sends you referrals, or even better, already sells to the referrals before you get to them.

**Stat/Statistics:** A numerical data on a date, compared with previous dates and their data. It is a tool to supervise production, and see if the individual is going towards a general good or bad direction.

**Follow up:** To keep in touch. To re initiate the sales interview with the prospect. To check on the prospect. Follow up can greatly improve one's sales.

**Upsell:** To sell additional items on top of the initial purchase. Typically this is done right after the close.

**Pattern:** A step by step system to achieve a standard result.

**Qualify:** To make sure the prospect is able to buy. Usually sales reps only look at this. If the prospect is not able to purchase, they send the prospect away.

I have reinvented this step. And one should look at not just if the prospect is able to purchase or not. But if not, then can he be made able to buy? If so, the prospect is still qualified.

**Acknowledge:** To let someone know you received a communication. It also means to approve of someone.

**Interview:** Typically an interactions that involves questions and answers. A sales interview is just the same, where the interviewer is the sales rep.

The sales rep interviews the prospect to find out what and how the prospect wants something. Then builds a pitch according to the findings. An interview is interchangeable with a sales interaction or sales cycle. Means one and the same thing...

**Sales Cycle:** A cycle is something that begins and ends, and periodically repeats itself. So an interaction with a prospect can be called a sales cycle. As it begins, goes through and then ends. A bit later the sales rep does the exact same thing with another prospect. So the cycle repeats. Sales Cycle is interchangeable with sales interview.

**CRM:** Customer Relations Management. These are software's that are suitable to keeping contact data, managing your prospects. Keeping

track of conversations. Tagging them as to where they are in the sales process, and also sending out mass communications to them.



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# -9 Points Of Getting The Purchase -

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(BASED ON the **Definitive Cold Sales Course**)

1. Personal connection & Rapport (liking and trust between the prospect and the sales rep)

*Why?*

**Because:**

In order for a purchase to take place, the prospect **MUST** feel comfortable with the sales rep. Must think that the sales rep is on his side. And must think of the sales rep as his friend/ally. Otherwise every word the sales rep says will be doubted by the prospect and will fall on deaf ears.

2. No bias against the sales rep, product, or company. No bad experiences or “bad news heard” that influences the framing of the presentation in a bad way.

*Why?*

**Because:**

As long as a the idea about the product, sales rep or company is dirtied up in the prospect’s mind, everything positive said or shown the prospect, will be viewed like manipulation. To write on a page, make sure that the page is clean, white and empty. You have to erase everything negative written on it prior to writing anything positive on it. Otherwise the end result will be mixed mash of positive & negative which creates doubts in the prospect’s head as information seem to contradict each other. The prospect must first decide that previous bad experiences or “negative gossips” are not valid or not valid anymore.

3. Prospect qualified to make a buying decision and able to pay for it and has a need for it.

*Why?*

**Because:**

You can pitch an expensive luxury home as much as you want to a lower class individual, you will never get the sale.

Likewise, you can pitch a business software as much as you want to the receptionist, you wont get the sale from selling to the receptionist.

Likewise, you can pitch antivirus software as much as you want to someone who doesn't use a computer, you will never get the sale.

4. A problem/goal exist that can be solved/assisted by the product/service. And prospect is aware of it.

*Why?*

**Because:**

Prospects buy things to solve things. If the prospect has no problem that the product would solve, no goal that the product could help achieve, the prospect won't buy it...

Also, lets say your product CAN help the prospect, but that won't matter at all if only the sales rep is aware of it while the prospect doesn't know the product can actually help him.

It is the sales rep's responsibility to show and demonstrate to the prospect that the product CAN and WILL help the prospect.

5. Necessity exists to change or improve on that problem.

*Why?*

**Because:**

If there is a product that can help on the prospect's problem/goal, and he is aware of it, but doesn't feel like he needs it, the prospect still won't buy. If the product solves a minor problem, that minor problem might still not be enough to motivate the prospect to take action and get it for himself.

Buying happens faster and more often if the necessity to get it, and get it NOW is high. Buying takes place when the problem is severe, pain and consequences are high.

It is the sales rep's responsibility to point out the problem, and show the prospect how important it is to solve that problem, and what could go wrong if that problem isn't improved.

6. The solution properly understood and familiarized (in other words, the solution should "make sense" and be a "logical" solution to the problem. This is why we educate.)

*Why?*

**Because:**

If something isn't clear, or doesn't make sense it will be difficult to interact with it, to reach out for it and to pay for it. "Not-Knowing" creates uncertainty and doubt. Uncertainty and doubt create inaction. Talk, tell and show details about the product. Explain how it works, and why it works that way, and how it solves the problem the prospect is facing. Up until the point where the prospect sees that the product makes sense, and it would be a logical way to go about solving his problem. That will get the prospect certain about what you are selling, and with certainty comes confidence and action. Or in other words buying.



7. Emotion towards the solution. Or emotion towards the possible effects that the solution can provide.

*Why?*

**Because:**

If the customer thinks a product makes sense, but doesn't love or even like the product, he will reject it. There is a lot of things that "makes sense" in the world, but we seldom do them because we just don't like them.

For example it makes sense to go with public transport instead of driving with a car. But we just don't like the random schedules of trains and busses, and the chance of public transport being packed and having to stand on a 30 minute commute. On the other hand we love the comfort of driving, sitting, using A/C, listening to our own choice of music in the car, deciding when to leave, what route to take.

8. No objections. Meaning all objections are handled. And no "stops" or "barriers" present towards reaching out for the solution.

*Why?*

**Because:**

As long as there is even one objection (a reason why not to buy), the purchase won't happen. Reversely, as long as there is no more objections, the purchase will take place almost automatically.

Think about objection doors. You can't really go from one room (the negotiation room) to the other room (the billing department's room) until there is a locked door in your way. You have to get the key and use it to open the door (handle the objection) to enter the next room. And if on the way you find out there is another door behind the door you just opened, find the key for that and open it as well. And if there is another door? Repeat the process as many times as necessary. If a key doesn't work with a door, try another key until you succeed.

9. As low of a buyer resistance as possible. (This point is more like an overall point, applied at each point)

*Why?*

**Because:**

Because to the degree the prospect is resisting to cooperate and agree or even believe what he see's or hears, is to the degree we will fail in closing the transaction. It's as simple as that.

If the prospect thinks of you as some slimy un-empathetic and pushy salesman, you will be having a prospect who is a disbeliever, critical and unfriendly guy who is just simply wasting your time.

It's not the prospect's fault. The prospect have been trained to be pessimistic and sceptical, due to the aggressive sales and marketing of today's economy. It's your job to make a sales interaction personal, friendly and agreeable.



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# - CONTACTING -

## Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

### Getting in touch

and building rapport is just as challenging with a stranger as knocking on their doors to donate for your church. Maybe a bit more challenging than that.

A good contact step includes a friendly approach, a confident smile, charisma and confidence.

**Don't forget that the goal here is to get *in* communication, to have some sort of a conversation going.**

As how do you pitch your ideas if you have nowhere to place that communication on?

If you are to travel, the easiest way is to drive on the road instead of the rocky terrain right?

So think of this step as a way of building up that road. And the car is your communication (pitch), and you are the driver.

After a road has been built, you might want to go a little bit back and forth on it, to make sure that there are no road holes that can sink your car on the way.

Once that is done, and you are confident that the road is comfortable and well built -> drive all the way as you like!

## So how do you do this “road building” in practice?

Simply say “hello”.

After that, make an introduction “*My name is Adam, I’m reaching out because \*insert reason\*.*”

Then continue with a pleasant chit-chat. Things like “How are you doing today?” and “What is it that you do?” and “How was your weekend?” things like that.

Combine information gathering with rapport building if you can.

Where you can add your own thoughts and viewpoints to the given answers, do so. (As long as you think the prospect would react positively/agreeably to your input)

This contact step can be 5 minutes or 15 minutes alike.

Once the prospect is friendly and relaxed with you, you can go over to the “Handle Step.”



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## - Handle Step -

### Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

#### **Fact about Sales Resistance**

Many “Sales-Pro’s” out there misunderstand the origins of sales resistance. Therefore, they might give you false data in dealing with it.

Here is the deal. Sure, if you are not liked or trusted by the prospect, you will get sales resistance.

**BUT**, that is only half the possible causes for sales resistance.

There is another very valid source for sales resistance. That is very simply put: Positioning.

The prospect either correctly or wrongly positions you, your product or company in a negative way in his head.

This can be because of not understanding what you stand for and therefore positioning you next to something negative.

This can be because of Black PR (public relations)

Black Propaganda or Black PR means lies that have been told to degrade a business or a person’s public image.

This can be because of negative past experiences.

## My go-to method in handling misunderstandings

It can happen that there are some misunderstandings. You are pitching stock investment and the other person only hears “Pyramid Scheme”. Like Whaaaat?

Yeah... Does happen, quite often actually, especially if the other person doesn't understand what's happening.

So, you want to increase understanding as fast as possible, in the simplest means possible.

Simply say “My product is like \*insert something that the prospect is familiar with and that the prospect likes\*.”

Then simply proceed with explaining WHY and HOW?

## **My tech to handle ridiculous claims**

Sometimes people come up with ridiculous claims about you, your product or company. Things that they “heard” (most likely from an illegitimate source).

When you hear that, simply say “Haha yeah! But you know it’s a joke, right?!”

This will give an option to the other person. Either to admit he believed it was real, and look like an idiot. Or save face and say “Huh? Yeahhh.. OF COURSE, I KNEW!”

## **My way to handle valid complaints**

Sometimes complaints are coming from a valid personal experience from the past. Again, positioning. Now a negative real experience was positioned to your product/service.

To deposition, explain or show the prospect how the “past” is different from “now” and how many things have changed since that experience.

This can allow your prospect to look at your product/service from a new, fresh perspective. Without any bias.

## **Chinese warfare. Dead-Agent the enemy's black propaganda.**

Sometimes the competition really does a good job and makes fake news about your product/service or company seem real.

Yet have no documents to back it up.

But nevertheless, the prospect will believe it's true, as that's what he "heard". And that's your advantage. The prospect only "heard" it.

Now don't go and disprove the "claims" as false. That will threaten the prospect. The prospect will feel like you are trying to make him admit that he is an idiot for believing it.

Simply attack and disqualify the "source" of the fake news.

I usually just say. "You ever had that a coworker or someone from your school who spoke lies behind your back? And I bet you that this person, didn't really KNOW you! That's the thing, people are afraid and antagonistic against things they don't know or understand. So, they spread lies about it behind the scene."

This usually gets me enough agreement.

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# - Positioning -

## Instant Training by Adam Vizler

(Based on the Definitive Cold Sales Course)

### Positioning

Positioning means just that.

To create, and have a location in space. In this case the space of the mind.

The easiest way to do that?

Introduce yourself, company and product as something that is similar to a positive and known thing.

Make connections about your item/thing to something familiar and positively looked upon.

This is called affiliating.

While doing that, you could also move yourself, company and product away from negative affiliations. That's called de-positioning.

This also helps to instantly introduce new things and set things in a new positive light.

## **Okay, but how do you do that?**

Positioning could look like this: “Hey, my name is Adam. I work with XYZ Company. We are like Tesla but for software, always innovating.”

**Compared to Tesla and their innovations here. Giving the sense that we are modern and tech savvy.**

Could also look like this: “This hamburger is the Extra-Large Big Mac of all the Big Macs out there.”

**Compared to an already known and accepted brand: Big Mac. So the prospect already expects its going to taste just as good, just bigger and better.**

Could also look like this: “I represent clients in courts with the attention to detail and care that the royal family would get.”

**Compared myself and clientele to the Queen here. Making the positioning feel extremely prestigious.**

Could also look like this: “Our materials are statistically 2 times stronger than diamonds”.

**Compared to Diamonds here. The prospect can now expect a certain strength from our materials.**

## De-position

De-positioning would look like this: “This phone isn’t like the Chinese brands, because it’s made in Switzerland, by the same clockwork masters as the world-famous watches.”

Could also look like this: “The reason why we are not the same as those fast-food restaurants is because, whilst we are just as fast as they are, we make our foods from fresh ingredients and low-fat meats. Also, we use 25% less oil than the average fast-food restaurant.”

You see how I show differences? Maybe add a few statistics, numbers and facts to it.

This either by being told or shown can handle any biases, or wrong affiliations.

Positioning right can mean the difference between “sold” and “almost sold”.



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# **-Finding Problems & Goals-**

**Instant Training by Adam Vizler**

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## **Things to know**

People buy for one reason. And one reason only! That is to solve things. Solve issues or problems (and in some cases reach goals).

Keep it in mind. If the prospect sees that the product or service is a solution to his problems (whether imaginary or real), he will buy.

Given that the product/service is on a satisfactory price and it delivers how the prospect wants it to deliver, in the speed the prospect wants it in.

People NEVER purchase something that would create more problems. Or things that will become a burden or extra commitment without the benefits outweighing the costs.

## **What is a Problem in Sales?**

A problem is something that bothers the individual. Remember, it bothers the "individual", not YOU.

So even if you might think that this person has a specific issue like rotten teeth, if it doesn't bother the individual, you won't be able to use this problem to sell him toothpaste.

Sometimes a bit of education can change on this. But I leave it up to you if you want to bother with it or not.

A problem can also be a goal. Thing to know here, is that a goal doesn't seem like a problem, but oh boi it is!

The problem is: “haven’t reached the goal yet” or “not progressing fast enough towards the goal”.

So watch out for that! People will sometimes say “everything is fine!”

Don’t believe them. There is a problem in every area of life. Sometimes big, sometimes small.

Your job is to find these, and solve it through your product/service.

## How do you ask for a Problem/Goal?

There is a super-secret magic technique here that I use.

Ready to hear it?

Are you really ready?

Ok.. Here it goes...

*SIMPLY ASK FOR IT!*

Ask for it like “When it comes to \*white teeth\*, what is your biggest concern?”

Or “What would you like to improve most in regards to \*insert subject here\*?”

Or “What causes the most headache in \*insert subject\*?”

See? Simple as that!

## How do you know you found the right Problem/Goal?

Prospects lie. Not always, but sometimes they do.

So how do you know if they gave you the right problem/goal? How do you know if they are not just trying to brush you off with a social problem?

Answer: OBSERVE.

Observe the prospect's face expressions. His mood. His attitude. His body language.

Chances are, when he is talking about something that he REALLY wants or REALLY wants to get rid of, he is going to change emotionally and even physically.

**Fun Note:** If you prospect falls down on his knees crying and begging for your help while he is talking about his problem, you can be fairly certain you found the right problem.



Did you like this mini lecture? Do you want more amazing stuffs and more in depth training of this subject? Head over to [www.competentskills.com](http://www.competentskills.com) and get more help from me ;)

## **- INCREASING URGENCY -**

**Instant Hatting by Adam Vizler**

**(Based on the Definitive Cold Sales Course)**

### **Here is a joke for you from Hungary**

In the village a guest and the owner of a farm are talking in the living room. The dog of the owner walks in and accidentally sits on a nail that is coming out of the floor board.

The dog starts whining.

The guest asks “why is he whining?”

The owners answers “because it hurts for him to sit on the nail”

The guest asks “so why doesn’t he go and sits somewhere else?”

The owner: “because it doesn’t hurt THAT much.”

### **So having a problem is not enough**

As you can see from the example above. Just having a problem is not always enough to take action to resolve it.

If something doesn’t hurt enough, than it’s okay to complain about it. To family or friends or even to the sales rep. But taking action? No... Not just yet.

You as a sales rep want to get your prospects to TAKE ACTION, and not just whine to you about it.

### **How to Increase Urgency?**

Now I am going to tell you exactly how I do it.

And no, I am not talking about making a “limited time only” offer.

Also not talking about “discount only valid til XYZ date or time”

So what do you do to increase urgency on the prospect in solving issues/problems?

1. Talk about the problem.  
Have a bit of chit chat about it. Get the prospect to explain more about it, go into the details of it.
2. Ask the prospect how long it has been going on for.
3. Ask the prospect how does he feel about it.
4. Ask the prospect how it affects his personal life, work life, family, friends or hobbies.
5. Ask the prospect how will things be in the next half a year or even in 3 years if this issue is not resolved.
6. Ask the prospect if he wants to change on this?

If the answer to the last question is “yes” (which it will be as long as you are addressing the right problem), then move onto the Marketing Step. Where you present the your solution to his problem and walk him through the things he needs to know to make the decision of buying.

If the answer is “no” to the last question. Dig deeper and find a problem that the prospect actually cares about.



For more INFO head over to [www.competentskills.com](http://www.competentskills.com)



# **-Marketing In Essence- (Part 1)**

**Instant Training by Adam Vizler**

**(Taken from the Definitive Cold Sales Course)**

## **What is Marketing in Sales?**

We know Marketing as the general “communication to masses” type of thing. Broad distribution of promotions and brochures.

Fancy ads and videos online.

Fliers and letters and emails.

Yes, that is marketing.

But there is also a marketing in one-on-one personal sales interactions.

Marketing means to push something into a market.

And that action involves certain steps. Like making your product known. Understood and demonstrated. Detailing its specifics and positioning it.

You see how it applies also in sales?

For example, how are you going to sell a product if the prospect has no idea of what it is? It’s specifics and prices? If he is lacking knowledge of your product?

So in sales we do that. We introduce our product and explain it to the prospect to the point where it “makes sense” for him, and until the point where purchasing seems “the logical decision to solve the issue”.

That is marketing in Sales!

## How to do Marketing in Sales?

Just go over some or all of these following bullet points:

- Product's name
- Product's specifics
- How it works
- Why it works
- What it solves
- Its backstory
- Its future
- What its similar to
- What its different from
- The product's price
- The product's implementation/usage
- The product's benefits
- People's reviews, testimonials
- Etc....

You get the point? Each bullet point is to clear up confusions, increase knowledge, increase certainty, increase logic. Making the prospect understand that this will solve his problem.

You can explain this to the prospect. Draw it down. Write it down. Give a demonstration or just get the prospect to envision it.

Be as specific as you possibly can!

In essence. That is marketing. Plain and simple.

For more head over to [www.competentskills.com](http://www.competentskills.com)

# **- Marketing In Essence – (part 2)**

**Instant Training by Adam Vizler**

(Taken from the **Definitive Cold Sales Course**)

## **Take the prospect for a drive**

The typical car dealer sales rep method. The “you like this, but aren’t sure? Why don’t we take it for a quick drive around the block and tell me how you feel about it afterwards?”

This works!

Why it works? Because it gives the full experience that future customers might expect from the product. It gives the “taste” and “feel” into their mouths.

The best marketing one can do, is not talk about the product, but give it over so the prospect can really experience it.

Do effective marketing by giving demonstrations, test drives, or a smaller scale free service to get people hooked.

It will work, trust me.

## **Use the power of “Herds”**

Humans are social creatures. It’s in our DNA to band together into tribes. And later into villages then cities. And eventually to countries.

Today? We band just the same. We band together into groups, clubs and friends.

What is the common denominator to each of these “banding together phenomena”?

It is similarities.

Use the “People who are like \*describe the prospect in front of you\* buying this product in big amounts.”

I once did a double close, 2 brothers. How I closed both? One of them signed up, and the other joined the herd after I pointed it out to him his brother signed up. Him, fearing of being left out of the fun came on board and signed.

Here is the point: Get the prospect to see that others like him are buying in droves and you won't need to convince much.

## **Attach a VIP's name to your product**

Like with the Power Of The Herds. Similarities are also a key here.

Most people will like celebrities they can identify with. Either celebrities that have similar qualities, or celebrities whom they wish to be.

If you happen to have found a celebrity that the prospect likes and accidentally also uses or endorses your product, say it! Show it!

If not, you can use any other VIPs or celebrities that you have at hand.

This will, boost the image of what you represent, and further helps the prospect to place your company somewhere in his head.

You liked this, didn't you?

Guess what? I have much more goodies for you within the Full Definitive Cold Sales Course.

Click the link below to get started.

You won't regret it! Your performance will really thank you for it.



# - Selling With Help-

## Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

### Things To Know About “Help”

The most important thing in this world is help. Whether you believe it or not.

Help is everywhere you look. Help is vital.

In a weird way, if we look at it. Everything and anyone is there helping someone or something.

The bees are helping flowers to pollinate.

The dogs are helping to keep the house safe, or their owners accompanied.

A car helps some one to get around.

And your prospect? He either is there in the interview to help himself, or some one he cares about. On occasion, the prospect is there to help you.

And you are there to help the prospect.

It's crazy to think about it, but help is such a powerful motivation for people. I get friends to do me small and big favours just because they know they are helping me with it. Sometimes they do things for me, to help me, even if they don't necessarily planned or had the mood for it.

Some people are obsessed with self-help. They just want to assist themselves to get and become better.

You get the point. Help is powerful. We all want to help, better, improve or assist something or someone in our lives.

## So How Do You Use Help To Sell?

A powerful sales tactic, is to find what/who the prospect wants to help. Who or what the prospect cares about?

His family? Friends? A cause? A certain thing? Himself?

And from there on, simply pitching your offer in a way where you emphasize how it helps that thing or person.

Simple right?

Yet don't underestimate the power of it! Knowing and using the help sales tactic properly can earn you top dollars!

The best fundraisers out there are a big fan of this sales tactic. Why? Because getting donations isn't really the thing where it pays out for the donator. They don't really get anything in exchange.

BUT, they can say they helped a cause. Or they can help themselves feeling better about themselves. It might help the ego. Or it might even help their status image.

Or donation, can help someone they care about. Donation for a school library helps the kids (if they care about the future generation). A donation for the homeless to create new jobs can help their country's economics, and their country...

Find out what/who the prospect cares about, and emphasise in your sales pitch how purchasing from you, getting your product/service helps that thing or person!

You want to be a top fundraiser? Sales pitcher? Closer? Recruiter? Help me help you! Get started on the course that I'm linking below and use your new skills to help your customers, your confidence, your company and revenue!



For more INFO head over to [www.competentskills.com](http://www.competentskills.com)



# Closing Questions

Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

## One Thing...

That I have to point out for you right here right now!

Your worst enemy is arguments! Never get into an argument with a prospect.

As when the prospect is challenged on his “rightness”, he will solidify (like a rock). And he will be unmovable, un-shape-able! Literally solidify.

The prospect just HAS to be right. So when one challenges that, the prospect will fight bare handed, half naked with all the energy he can gather to save his rightness and prove himself right.

To paint a picture, the prospect will be as aggressive in his opinion as a caveman fighting a tooth tiger in the ice ages! LITERALLY.

So here is the one VITAL mistake that about 99% of sales people do when it comes to the close!

They ask the prospect: *“Do you like it?”*

...or *“So what do you say?”*

..or *“Lets do it, ok?”*



## What's The Mistake?

You might ask...

The mistake is that to these questions, its SOO easy for the prospect to say "no thank you"!!!!

And again, what happens there? The prospect took a stand. He is standing behind a "no", that is his position from now on.

Now, you can do anything from there on! You can do a 10 hour presentation even, give the product almost for free. The prospect WONT change that "no" into a "yes".

Why? Because that would mean that he was WRONG. And he would have to swallow that!

I understand that many of you who are reading this, are reasonable people. And you can admit to defeat when you encounter it. And say that you were wrong when you were wrong.

But not the prospect species. That specimen would rather die than admit defeat or wrongness!

## So NEVER Ask Close Ended Questions!

(Questions that can be answered by a "yes" or "no")

Ask an open-ended question. To which the prospect can explain his state of mind.

And by paying close attention to the prospect's words and the mood/emotions he says it with, you can find the "yes" within it! (Figure out if he is positive about making a deal)

Or alternatively the prospect might answer with an objection to an open-ended question... But that doesn't mean "no"!

## So, What Is An Open Ended Question?

Things like: “How do you feel about this?”

And.. “What do you think of my offer?”

And... “Is there any reasons not to continue?”

These give the prospect a chance to say something like “*Wow I think it's a great idea!*” or anything of that sort.

At which point you can close the prospect (as the response was positive).

Or the prospect might say “*Sounds great but.....*” At which point the prospect gives you an objection, which you can handle until you get a “*yes!*”



For more INFO head over to [www.competentskills.com](http://www.competentskills.com)

# **-Objection Handling System-**

**Instant Training by Adam Vizler**

**(Based on the Definitive Cold Sales Course)**

## **Fake Objections:**

These are the types of objections which don't even merit a proper response. Do not bother with a solution to these objections as they are FAKE. They are LIES.

If I tell you that the I can't come tomorrow to your seminar because there will be a storm. And you check the weather reports and there is no storm in sight, you can tell me in every way possible there won't be a storm, I still won't come after the handling. As that wasn't the LEGITIMATE objection. And If you prove me wrong, I will put on a drama. That's just basic human nature. People MUST NOT be wrong, or proved wrong, or else they will become your worst enemy.

So how does fake objections show themselves? They will show themselves like "I need to think about it" or "Let me get back to you" or "Let me do some more research".

Why are these fake? Because you guys just had a sales interview, which was exactly for the purpose of "thinking about it"!

Because why should he get back to you? He is here, he can get back to you NOW! By adding time to a decision will it be more clear? Not without you -the best person to consult about the decision-. Will a hidden part of the deal suddenly jump up out of the blue that will get your prospect to a great revelation? Think not..

Because doing more research won't result in anything. The best place to do research is here and NOW, with YOU who knows the most about the product!

All of these so called "objections" are just hiding another objection

behind them. But the prospect is too scared or insecure to tell you that. The prospect wants no confrontation, and be nice, and have a silent justifiable way of slipping out of the interview. If you let it, all these above objections will be translated directly to a “no thank you”.

So what should you do?

**CALL THE PROSPECT OUT ON THE BS!**

Let him know that you know he is lying! But of course, don't slam the table and get mad at the prospect! 😊

I would go ahead and say something like “I get it, you need to think about it, but lets be honest here... You just didn't like a part of my presentation, right?”

Or choose a wording that works out for you. You tell the prospect that you understand him, or get him. Then you say something like “be honest here” or “lets be frank” or “lets be straight here”. And then tell him that he doesn't want to go ahead because of \_\_\_\_\_ (anything of the sort). Whether rightly or wrongly, the prospect might want to correct your last words. The reason why he isn't going ahead with the deal! These sentences achieve a few things.

1. Accepts what the prospect says, so he won't get mad for not being heard.
2. Tells the prospect that you see through the lie
3. Gives an opportunity to come clean and tell the actual objection.

After which he/she will likely tell you an actual objection.

## Imaginary Objections

Imaginary objections are merely made up! They are not REAL, they are imaginary. They are created out of fear. And have no physical limitations on the prospect. He is just afraid of making a wrong decision, so out of uncertainty he comes up with things that he THINKS might hold him back from making the decision. All so he does not make a mistake!

The best way to deal with imaginary objections is to reassure the prospect.

How does imaginary objections show themselves? They will show themselves like "Let me speak to my wife about this" or "I don't think I will have time to enroll" or "It takes so much work to use the item/service" or "Your delivery place is sooo far away!"

Now, one thing to keep in mind here is that these are all BS objections. If you think about it, he needs to talk to his wife about this? Then why did he not bring the wife to the interview?

No time to enroll? You always have time to sleep, work, eat, spend time with the family, friends etc... Everybody got the same amount of 24 hours! If others managed to make time, so will he! It's a matter of priority. Not a matter of "I can't"!

It takes so much time to use the item/service? Yea.. But it will take more time to do whatever he is trying to do without the item/service!

Delivery too far away? Don't we have public transport and cars nowadays? Don't people create relationships while being countries apart? If those love birds weren't discouraged by the distance, why would your prospect be from getting your solution to his problems?

Do you see what I mean?

Now how do you handle imaginary objections?

To an objection that says "I need to speak to my wife" I would say something like "I get it, I can see you care about your wife and her opinion. After all Mr. Smith, the house cleaning is her responsibility. But that is why I want you to get this cleaning service so much. Because your wife will benefit the most from it! Imagine, she can have more time

to spend with you and the kids. She will be so excited to hear you got her all this free time! Do it for her! What do you think?"

What we do with imaginary objections is:

1. Agree, or let the prospect know we heard him
2. Turn the objection 180 degrees around and throw it back to the prospect
3. Repeat the closing question!

The reason why this works, is because the prospect feels well heard. Then we literally took his objection (why not to do it) and turned it into a reason to do it. **AND IT WAS ALL HIS WORDS AND IDEAS.** And of course, people agree most with themselves and ideas.

Here the prospect is closing himself. And the wife helps us in it. As first the wife was the reason not to do it, now the wife is the reason **TO DO IT!**

## The REAL Objections

The real objection is a legitimate reason why the prospect can't go forward with the deal. Maybe you are selling shoes and he is a war veteran with a wheel chair.

Or maybe the price of your offer is 5000 USD and he only has 4699USD on his bank account.

Or maybe you tell him to take part in a weekend training in Japan, and he has no VISA to Japan.

These are REAL reasons that PHYSICALLY holds the prospect back from buying or making a decision.

The best way to handle it is by solving it. Either you come up with a solution or you get the prospect come up with a solution.

You do that by really deeply talking through the problem at hand (objection), until the prospect's awareness expands and he starts seeing a solution. And with the solution in his arsenal, now he is able to go ahead.

He has no VISA to Japan? Ask him if he could apply for one at the embassy before the event happens?

He is too busy? Ask him where could he cut some time for your service?  
Doesn't have enough money? Ask him how could he earn more, get an early salary, pick up a loan or sell something he doesn't need?

Everything is solvable!

## Training Script

### Fake Objections

**Objection:** "I need to think about it"

**Answer:** "I understand you need to think about it. But let me get this straight.. Which part of my presentation did you not fully liked?"

**Objection:** "Let me do some more research."

**Answer:** "I see. You want to make sure you are making the right decision. I can respect that. But lets be frank with each other. You don't like my pricing, am I correct?"

**Objection:** "I will get back to you"

**Answer:** "I understand you. I'm totally fine with that. But lets be honest here... I said something that you didn't like.. right?"

### Imaginary Objections

**Situation:** Older gentleman being sold a new kitchen.

**Objection:** "Let me speak to my wife before I make a decision"

**Answer:** "Sir. I can see you love your wife so much that you went through this long conversation with me about getting her a new kitchen. Your understanding in this matter is like nothing I've seen before from a married man; your wife really picked the right man for the job. Therefore, I say we should trust her instincts and get her this kitchen that she has been longing for so long! You would really save her a headache with making this purchase go right for her. What do you think?"



**Situation:** Young adult being sold a new apartment.

**Objection:** “This sounds great, but it’s really too expensive compared to the other ones.”

**Answer:** “I understand why you would think that. And it’s true. It is more expensive. Yet the great part about it, is that this higher expense gets you a better view to the city. Bigger space where you can accommodate more people for your parties. And a luxury feel, that every one of your friends will envy as they can only afford mediocre flats. You will secure yourself an apartment that can serve you for a longer time due to the higher cost which bought newer, more modern equipment in the house. I say it is a right pick for an up coming entrepreneur like you, don’t you think?”

**Situation:** Business consultant selling an extensive, long term consultation to a single mom business owner.

**Objection:** “You are really one of the bests in your industry. But the consultation schedule is too intensive for me to make enough time for it.”

**Answer:** “It is not a five minutes per week program. You are right. And with the kids around I am sure you are busy trying to balance your life between family and work. But if we don’t do it now, that problem of trying to balance between these two things will never be resolved. That is why I want you to do it, and commit now with your time. The good thing is that the more time we put into it now, the less time you need to put into it in the future. You do the work and time investment now, so later you don’t have to. So when the kids start going to school, you will be able to be there as a mom, taking them to school and helping them in their home work. Being there on the important times, when they need you the most. Take advantage of this opportunity now. Any other reasons not to get started?”

## Real Objections

**Objection:** “I literally only have \$5 in my bank account. I can’t possibly pay for this car costing \$3.000!”

**Answer:** “I understand, lets check if you are available to purchase on our payment plan... Any other reasons why can’t make proceed with this purchase?”

**Objection:** “Your office is so far away! I can’t go in there daily commuting.”

**Answer:** “I got you, do you by any chance have a car? Or have a friend that is passing by this area daily? This way you could cut down the travel time. How do you feel about getting started this way?”

**Objection:** “I have no time to partake in your competitions this summer. I have to work, go to parties, write my book and so forth..”

**Answer:** “I see, you are a busy man! I like to work with busy people, as in my experience they are the most effective ones in this competitions. Would it be possible to write the book before you sleep, and after the competitions? That way, who knows, you might even get some inspiration for the book from our activities! What do you say to that idea?”



For more INFO head over to [www.competentskills.com](http://www.competentskills.com)

# - Upsell 101-

Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

## What Is Upsell?

Simply means to sell more than the prospect originally intended to buy. For example, after an interview, the prospect decides to buy a product/service.

Yet after the decision, the sales rep immediately states "Great! Would you like to upgrade to the package one above that? You get 2 times more and it only costs 15% more!"

You see? Upselling can mean offering a larger package to the customer (after he closed). You can also offer more of the same item.

You can also offer complimentary items/services. Like webcam and keyboard to a pc purchase. Or typically stores will offer antivirus or windows 10 operating systems to purchases.

Coffee shops offer cakes, biscuits or sandwiches to coffees.

McDonalds offers fries and coke to a hamburger.

Camera stores offer lenses, lightning and memory cards to camera purchases.

Consultants offer software, additional training, seminars or books to their consultancy services. Or vice versa, consultation to the seminars, books and trainings.

And the list goes on...

## Why Upsell?

Typically selling more to a purchase increases profits and quantity of products sold.

This is good for 2 reasons. One, as mentioned, profits.

Secondly the more products/services you have with a customer, the more you increase loyalty (as there is a higher commitment towards your company/products).

And being exposed to more products, it can better serve the customer, handle its problems and therefore increase satisfaction.

## Here Is *HOW* To Upsell

After someone has already committed to purchasing a product of your, its easier to get them to buy additional things. So its easier to sell more by offering more to already existing buyers. The fresher (more recent) the buyer, the better.

Here is how to upsell plain and simple.

\*prospect takes out the card to pay for something\*

Sales rep: Great, all I need is the card. By the way, would you like to get \*insert additional relevant items here\* to your purchase? Because you are already buying 'XYZ' item, I can give this additional one for only half its original price. What do you say?"

Good trick to use in upsells is to reward additional purchases. Like "Because you buy *that*, you get *this* for half its price."

Or "You can get 3 for the price of only 2".

Give discounts here. Most likely, your company will still benefit even with the discount given. And your commission... Will increase nevertheless. So why not reward your customers with some discounts?



For more head over to [www.competentskills.com](http://www.competentskills.com)



# - Troubleshooting Your Sales Checklist -

Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

Sometimes our sales can drop. The income dry out and the percentages of closes to interviews ratio crash. What does one do in these cases?

It simply means that something that was being done before (when things were going well) aren't being done anymore. Or that there is a new item introduced to the sales process, and it isn't helping sales, but holding it back.

If you can find these, take it up and fix it. That alone can get your sales going again.

If you are having trouble finding the right item to correct, or if you are totally new on your sales job, here is a list that can help you correctly identify problems, fix them or change them and get rolling again.

Only go as long on the list as necessary. An overcorrection can get the opposite effect of improvement.

Ask and investigate the following questions/items to find potential causes to low sales.

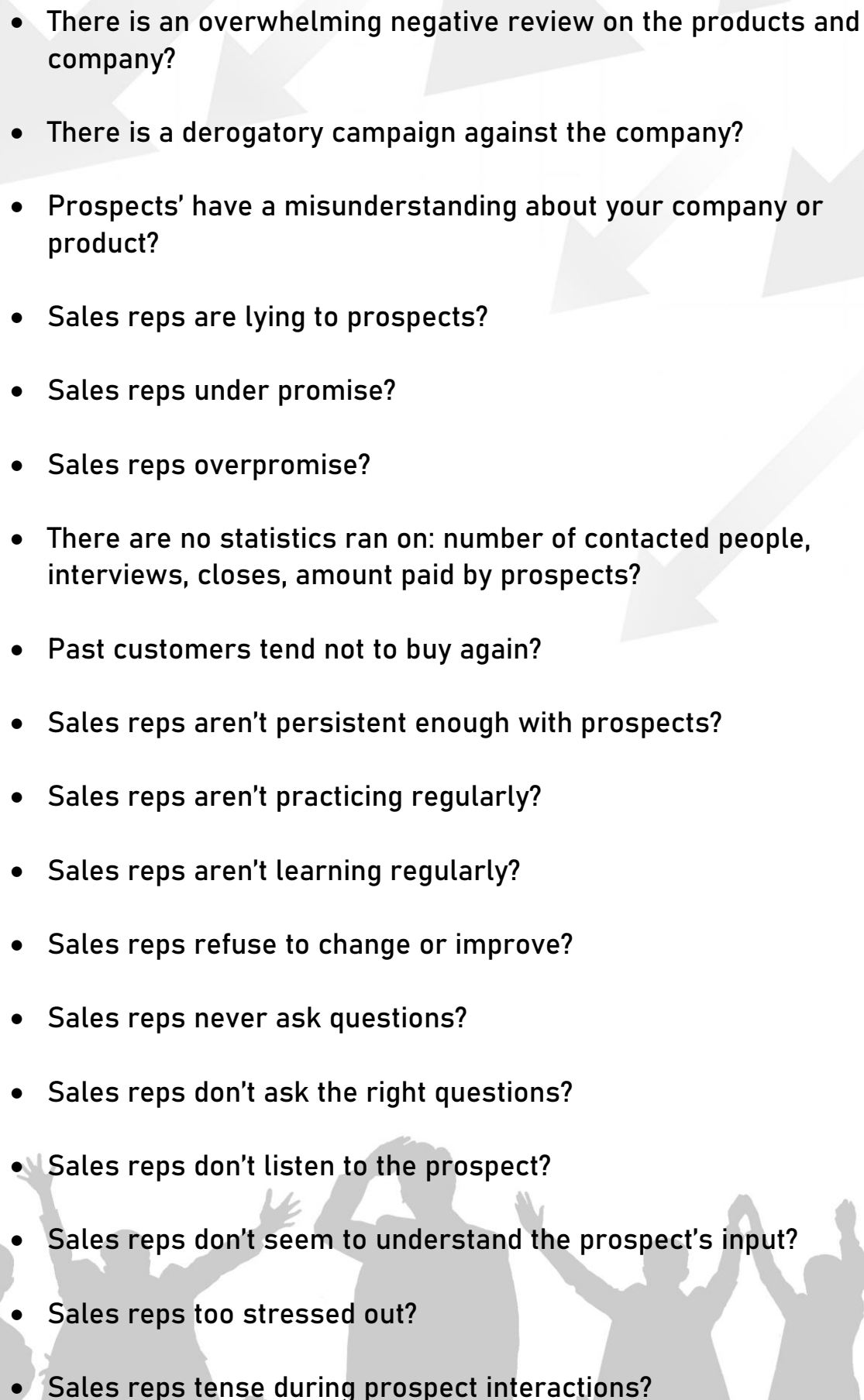
- Pattern doesn't exist?
- The pattern that exists is not working?
- Script doesn't exist?
- Scripts is being used too much in sales interactions?
- Sales reps aren't trained?
- Sales reps have wrong ideas about sales?

- 
- Sales reps feel selling is an act of harm?
  - Sales reps are too shy to speak to prospects?
  - Sales reps speak about everything else but the offer?
  - Sales reps pitch but never ask for the money?
  - Sales reps do everything else but interacting with prospects?
  - Sales reps never pick up the phone?
  - Sales reps complain about the quality of leads?
  - Sales reps are constantly preparing but never “doing” sales?
  - Sales reps keep asking for more practice, training and education?
  - Sales reps don’t follow the Sales Pattern?
  - Sales reps are un-motivated?
  - Sales reps don’t believe in the product?
  - Sales reps can’t close?
  - Sales reps only ask for the deal once or less?
  - Sales reps unqualify a large amount of prospects?
  - Sales reps “get to the point” and talk business immediately?
  - Sales reps can’t communicate properly?
  - Sales reps are too aggressive?
  - Sales reps aren't aggressive enough?

- Sales reps are un-satisfied with work conditions?
- Sales reps have a disagreement with the company, script, training, pattern or product?
- Sales reps get into disagreements with prospects?
- Sales reps are rude with the prospects?
- Sales reps don't have an intention to help the prospect?
- Sales reps don't have an intention to help the company?
- Sales reps don't have an intention to succeed?
- Sales reps are being micro managed?
- Sales reps are not being managed at all?
- Sales reps are not able to educate their prospects well enough?
- Sales reps do not see a value in what they do?
- Sales reps do not see the value of the product they are selling?
- Sales reps don't actually really want to sell?
- Sales reps can't create emotions within the prospect towards the product?
- Sales reps can't handle objections?
- Sales reps don't upsell?
- Sales reps don't ask for referrals?
- Sales reps don't follow up?
- Sales reps only try to contact a prospect once or twice?



- Sales reps don't leave a message, voice mail and email after a missed call?
- Sales reps don't respond immediately to inquiries?
- Sales reps are too busy with administration and other paperwork/documentations?
- Sales reps are in a bad mood?
- Sales reps don't contact prospects in a high enough quantity?
- Sales reps can't create rapport and trust?
- Sales reps can't create authority & credibility?
- Sales reps can't get enough agreement from prospects?
- Sales reps don't use testimonials, brochures and stories?
- Sales reps lack educational materials?
- Sales reps can't justify the cost?
- Sales reps can't "one up" the competition?
- There is no special discount or limited time offer to be used by sales reps?
- There are no package deals?
- Sales reps don't do product demos?
- Sales reps can't do product demos?
- There aren't enough leads?
- There aren't enough qualified leads?

- 
- There is an overwhelming negative review on the products and company?
  - There is a derogatory campaign against the company?
  - Prospects' have a misunderstanding about your company or product?
  - Sales reps are lying to prospects?
  - Sales reps under promise?
  - Sales reps overpromise?
  - There are no statistics ran on: number of contacted people, interviews, closes, amount paid by prospects?
  - Past customers tend not to buy again?
  - Sales reps aren't persistent enough with prospects?
  - Sales reps aren't practicing regularly?
  - Sales reps aren't learning regularly?
  - Sales reps refuse to change or improve?
  - Sales reps never ask questions?
  - Sales reps don't ask the right questions?
  - Sales reps don't listen to the prospect?
  - Sales reps don't seem to understand the prospect's input?
  - Sales reps too stressed out?
  - Sales reps tense during prospect interactions?

- Sales reps don't ease the prospect's tenseness during closes?
- Sales reps don't use humour?
- Sales reps don't act like their relaxed themselves during sales?
- Sales reps only listen but never talk?
- Sales reps only talk and pitch and never stop to listen?
- Sales reps overwhelm prospects with communication?
- Sales reps aren't really interested in the prospect?
- Sales reps have the wrong attitude to begin with (being pessimistic and uninterested in selling)?
- Sales reps aren't being in control over interactions?
- Sales reps never establish the needs, wants, problems and goals of the prospect?
- Sales reps never raise urgency on the prospects' needs, wants problems and goals?
- Sales reps are motivated by the wrong things (I.E. money)?
- Sales reps can't handle money objections?
- Sales reps can't handle "think about it" objections?
- Sales reps can't handle "Let me discuss with my partner" objections?
- Sales reps don't qualify the prospect properly in the first place?
- Prospects are "not interested"?

- Sales reps get no answers to follow up emails, messages or calls?
- Sales reps offer the wrong products?
- Sales reps end up a conversation after 1 objection handling, and can't circle back to continue the interaction?
- Sales reps are being pushed/forced into doing something they don't want?
- Sales reps selling products that the prospect don't want or need?
- Sales reps don't know where the leads are coming from and how, therefore causing confusion?
- Sales reps don't know the procedures following after a prospect is sold, therefore causing confusion?
- Sales reps are not given quotas and expectations?
- Sales reps are given unrealistic quotas and expectations?
- Sales reps are given too low quotas and expectations?
- Sales reps don't understand the technical sales terms?
- Sales reps don't understand company terms?
- Sales reps are not coordinated with the rest of the company?
- Sales reps aren't involved in daily team meetings for coordination?
- Sales reps are not sure on the purpose of the company?
- Sales reps are being agitated by a troublemaker within the group?
- Sales reps are not validated well or often enough?

- Sales reps are not corrected on their mistakes?
- Sales reps handle any and every prospect the same way instead of tailor making the interaction and pitch to the specific prospect being talked to?
- Sales reps getting discouraged due to the recent unsuccessful sales interactions?
- Sales reps are in “non closing” situations? (Where its difficult to talk about money, offer etc)



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