

# - Troubleshooting Your Sales Checklist -

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(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?
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- 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?
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- 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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