

The 5 Biggest Mistakes Salespeople Make in Trying to Close The Sale.

By Mark A. Walsh

1. They don't open the sale.

One of the key fundamentals of selling is before you can “close” a sale you must open it. This might sound like a play on words but you can be sure of this: If you don't get on some common ground (*build rapport*) with the Buyer they won't like you. If they don't like you, they won't listen to you and if they don't listen to you they won't believe you and guess what comes next? *You're right...they won't buy!*

2. They don't ask the right questions.

If you don't ask the right questions you'll get the wrong answers and with the wrong information you'll try and close the sale for the wrong reasons. *Why?* Well we as an industry have been so conditioned to think price ‘drives’ the sale and it's all the Buyer cares about. So consequently we lead into our presentation with price instead of building value based on the buyers ‘salt’. (**Definition of ‘Salt’.** You can lead a horse (*the Buyer*) to water but you can't make them drink...*right??* That is true, unless you salt their oats before they leave home...*then they'll drink all day!*)

3. They create objections to buying by skipping the ‘high leverage’ steps of the sale.

According to statistics 99% of Buyers want to drive the vehicle at some point before they'll agree to buy it. Once the perceived value in the Buyers minds exceeds

the price by one cent...*you've got a sale!* If you don't present the features, advantages of those features and most importantly demonstrate the benefit to the Buyer of those features (*remember the Buyer's motivation is WIIFM*) you'll get serious price objections nearly every time.

4. They don't understand the difference between a reflex objection and a buying concern.

A reflex objection is something people generally say or do in a buying situation. Handled correctly they amount to nothing more than a minor nuisance during the sale. However, mishandled they can become major “Road blocks” to the sale.

5. They take the objection at ‘face value’.

What many Buyers ‘say’ in the buying situation is not necessarily what they *really mean*. For instance the salesperson is in a closing situation and the Buyer responds with “*I need to talk to my friend*”. Talking to their ‘friend’ is not the objection; the real objection is whatever the Buyer “needs” to talk to their friend about.