



## Why Do Sales People Fail?

**They lack the right attitude.** The right attitude consists of three things:

- 1) Empathy, so that you can understand customer needs. Not sympathy and there's a difference. Sympathy means that you think the customer is always right and they're not.
- 2) Belief in what you do and that you can solve their "pain" in order to bring customers to the point of buying, and
- 3) Persistence, so that you can use rejection and temporary setbacks as spurs that constantly move you forward. A good sales person loves a challenge. Tell them they can't and they'll show you they can. In today's changing world, this is a definite must!

**They lack perception all together.** When mediocre sales people make sales calls, they're so busy "trying to sell" that they don't even know – what they don't know. Top sales professionals know that the most important element of a successful sales call is the value that the sales person can bring to the customer, rather than whatever might eventually be sold. It's about them not you. Remember, they didn't call you and want to meet and know all about YOU.

**They don't learn from their mistakes.** Sales people tend to avoid looking at their failures and would prefer to re-live in their past successes - and then attempt to replicate them. Like anything in life, until and unless you understand how, why and where you're failing, you'll keep making the same mistakes.

**They don't continually learn.** Some people are naturally resistant to learning new ideas and new techniques, especially if they've already achieved a certain level of success. "I know what I'm doing, why do I need training?" In order to continue to grow and be successful at anything you do in life, you have to learn new skills at each stage of your career. Remember, nothing stays the same so in order to be prepared you've got to continually learn.

**They can, but won't, do the work.** This is true not just of selling, but of every other activity in the world. Sales people who don't make their numbers either *can't* or *won't* do what it takes to make the sale. When you *can't* do the job, it's usually because you don't know what to do. When you *won't* do the job, it's because you simply lack the drive or ambition. I've always said that when sales are down it's because of one of two things; lack of activity or a need for training. If there's not enough activity you have a lack of effort. If the activity is there but the results are missing – then there's a need for training in order to identify, correct and improve to get the result. Other than that ....

**And the number one reason** they don't make it .... They were the wrong hire to begin with, meaning they weren't really cut out for sales. I believe that if you have to constantly push and prod to get a sales person to do their job, they're the wrong person for the job. When you're doing something you enjoy doing no one has to make you do it, the majority of sales people out there today that are "non" or "low" performers, simply don't like their job. Oh, they may like the fact that they HAVE a job but, they don't like selling. If they did you wouldn't have to work so hard as their manager, right?

**Remember this disturbing fact:** 47% of high performers want to leave their jobs (but only 18% of low performers want to quit). What does that mean? Good sales people are always looking for a challenge (this is another topic all together) and bad sales people, well, you need to just rip the band-aid and fire your non-performers. What are you waiting for ... some miraculous event that will suddenly morph these people into superstars ... really?

A dear friend of mine, Wayne Williamson, always said: *"Some will, some won't, so what, next"*. So true!

*"If you think training is expensive, try incompetence"*