

5 COUNTERINTUITIVE SALES MISTAKES

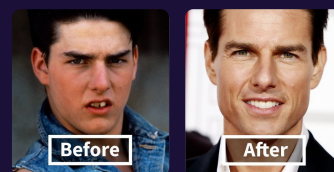
Preventing You From Closing Revenue

#5 Relying on ROI to Seal the Deal



No ROI language used

ROI language lavishly used **-27%**



What they think they're doing...

Persuading business decisions with ROI calculators

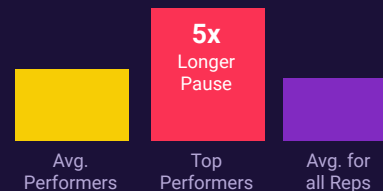
What they're actually doing...

Presenting ROI to your customer awakens the wrong part of their brain

What they should be doing...

Leverage before and after stories

#4 Handling Objections Immediately and Thoroughly



What they think they're doing...

Completely overcoming objections by reacting **quickly** and providing **great detail**.

What they're actually doing...

Risk completely missing the mark by handling the *wrong* objection.

What they should be doing...

Maintaining the pace of natural conversation and pause before responding

#3

Focusing on Quantity When Asking Discovery Sales Questions



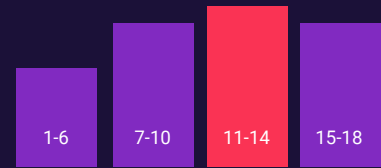
What they think they're doing...

Getting MORE information by asking MORE questions



What they're actually doing...

Giving buyers discovery fatigue. More can easily become too much.



What they should be doing...

Ask 11-14 **targeted** questions per discovery call

#2

Building Anticipation on the Product Demo



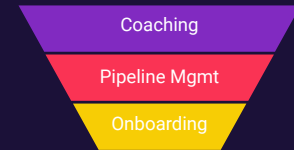
What they think they're doing...

Building anticipation by saving the best for last



What they're actually doing...

Burning time and interest, and potentially missing their window with decision makers.



Successful Demo Flow

What they should be doing...

Mirror discovery topics, starting with most important

#1

Listing Your Enterprise Clients for Social Proof



What they think they're doing...

Building credibility by telling prospects they work with the largest enterprise companies.



What they're actually doing...

Alienating their buyer by comparing them to companies they do not identify with.

No using Social Proof Techniques

Using Social Proof Techniques **-22%**

What they should be doing...

Leverage customer stories with identifiers they can relate to.