

## **Twelve Sales Mistakes Technicians Make and How to Avoid Them**

by  
Kenny Chapman

### **Short Description of the Presentation:**

This presentation will focus on sales mistakes technicians make. However, the reality is that the same twelve mistakes can be applied to anyone in sales, at any level. Get ready to listen to some really practical suggestions that *will* increase your sales.

### **Mistake #1 -Talk Too Much and Why**

- Active Listening

### **Mistake #2 - Presumptions vs. Questions**

- How/why questions set you free
- Finding out what's important to the customer

### **Mistake #3 - Fail To Explore Budgets and Goals of Customer**

- Why did the customer call
- Solution focused sales

### **Mistake #4 - Allow Maybe Over Getting to Yes or No**

- Value of Ride Alongs

### **Mistake #5 – Lack of Confidence**

- Confidence cash
- Skill Practice vs. Role Play

### **Mistake #6 – Lack of Belief**

- Three P's that drive belief and change

### **Mistake #7 – Lack of Differentiation**

- What makes you and the company unique

### **Mistake #8 - Don't See Themselves as Professionals**

### **Mistake #9 – Lack of Follow Up**

### **Mistake #10 – Pre-Judge**

- Pre-judging vs. Conscious Awareness

### **Mistake #11 – Being to Aggressive**

### **Mistake #12 – Not Aggressive Enough**

- Six C's of Delivering Options

