

7 Reasons Why Salespeople Lose Deals

By David Stein

We usually like to take the positive approach and give tips on how to close more sales. Sometimes it can be helpful to review the the mistakes salespeople make that account for most lost sales.

In reverse order, here are the seven biggest reasons why salespeople lose deals:

#7. They depend on the capabilities of their product or service to win

Not many companies have a unique enough product or service to simply blow the competition away. Winners differentiate their product or service in ways that convey value to customers, and they don't count on their products or services to beat the competition.

#6. They're afraid to get out of their comfort zones and assume a position of strength

Getting out of that zone would allow them to be more persistent, to negotiate for access to the real buyer, and to be more persuasive. Some are fearful of calling on executive-level buyers or are completely intimidated when selling against tough competition.

Few comfortable places exist anymore for salespeople who don't have the courage to figure out what they need to win and take appropriate action.

#5. They don't know who their competition is

They get outsold because they don't know anything about the salesperson who is competing for the same business – not their name, how they sell, whether their new at the job or highly experienced, or what that person is likely to do to win the business. That's selling blind.

#4. They depend too much or too little on relationships

Relationship selling usually isn't enough anymore. If a salesperson can't prove value, knowing the key buyers usually won't close the sale.

On the other hand, it's always a good idea to build a win-win relationship with customers who can influence the buying decision. The key is to develop good customer relationships without counting on them too much to close the sale.

#3. They don't have a plan to win

The thought of taking control of what's happening with customers and prospects doesn't occur to them. They have no objective, nothing to aim for Some of them give lip service to the plan, but haven't done the planning.

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#2. They don't really understand their customer's business

They don't do their homework. They don't think that something is important. They aren't passionate about solving their customers' problems.

#1. They didn't have all the skills and fruits required to win

The skill levels required for sales success in today's selling environment are different from what they were even a few years ago. Salespeople have to be better researchers, information gatherers and leaders than their competitors.

Winning a sale today requires knowledge, planning and precise execution from beginning to end. Successful salespeople offer greater and more meaningful service to their customers and know their competitor's next move — so they can move first.

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