



Face to Face Selling Skills – Module 3

Common Selling Mistakes

Key Points Summary

Use this summary to remind yourself about the key points in this Module

Discussions with sales people and managers show that there are a number of identifiable common mistakes made in the face to face sales meeting – they are:

- **Insufficient product knowledge**
 - **Pitching features rather than selling benefits**
 - **Not listening to the customer**
 - **Using jargon which has no meaning for the customer**
 - **Not understanding the buying process and knowing who makes the decisions**
 - **Not preparing effectively for the sales meeting**
 - **Not thinking like the customer**
 - **Not being clear about why the customer should buy from you**
 - **Not clearly agreeing the next step or closing the sale**
 - **Criticising your own company**
 - **Not following up and not doing the things you have agreed to do**
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