

## **Common Sense Selling: The Basics That Continue To Be Ignored (Part 1)**

In my 25 years as a sales executive in a Fortune 50 company, it never ceased to amaze me how so many of my peers and competitors failed to do the basics when it came to competent selling. Before I get into those issues, you may be asking yourself how I would know they were failing to do these basic selling principles. Well, the answer is twofold:

- 1) By observing joint calls with my peers and,
- 2) By talking with my clients through face to face customer satisfaction reviews about what I did right and my competitors did wrong, or vice versa.

So what are these basic selling principle failures?

First and foremost is LISTENING. Rather than asking and listening to what the needs of their clients are, many of these sales executives would incessantly talk and try and push a solution (their product or service) to a perceived need- one that was never validated by the client. I saw it repeated over and over again. Many of these executives had formal sales training. How soon we forget. Human nature tells us to talk and not listen. Good listeners are few and far between. How many of your friends or family are great listeners? I bet the answer is a minority.

If you don't listen to your client about what their needs, habits, criteria, etc. are, then you have wasted your time as well as the client's time. As a result, the likelihood of a sale is greatly diminished.

Take time to listen to what your client is saying. Understand them, their needs and objectives. Sell your solution to that criteria.