

## **“Not-so Sweet 16” Reasons Salespeople Fail at New Business Development**

**(from Chapter 2, New Sales Simplified, by Mike Weinberg)**

**Which of the below 16 statements are or could be affecting your ability to be the best performing salesperson you could be?**

1. You haven't had to prospect, don't know how, or haven't seen it modeled well for you
2. You spend too much time waiting- waiting on the company or waiting for new materials, clearer instructions, or leads
  - a. Too patient and too slow to action
  - b. TOP PERFORMERS DON'T WAIT FOR ANYTHING OR ANYONE
  - c. WAITING is a key ingredient to the recipe for new business FAILURE
3. You allow yourself to become a prisoner of hope to a precious few deals and stop working the process to create new opportunities
  - a. Describes salespeople who have stopped working the sales process and stopped pursuing new accounts because THEY HOPE the few sales in the pipeline will go through
  - b. Need to spread their effort across targeted accounts and ensure many things are being worked on at once
4. You can't effectively tell the sales story
5. You have done an awful job selecting and focusing on target accounts
  - a. May work aimlessly
  - b. Not locked in on a strategically selected focused list of target customers or prospects
6. You are late to the party and end up playing an already-in-progress game

- a. You've waited too long, and now you're reacting to your prospect instead of being able to lead them. They already have opinions formed and knowledge of other products potentially
- 7. You have become negative and pessimistic
  - a. Self-explanatory. Nobody likes being around or dealing with overly negative people
- 8. You are either faking your phone effort or could be much better on the phone
  - a. Prospects are able to hear insincerity in your tone. Being upbeat and positive pays off
- 9. You are not coming across as a likeable or are not adapting to your buyer's style
  - a. "people buy from people they LIKE"
- 10. You are not conducting effective sales calls
  - a. Structure the call, have a plan and execute that plan. Have notes of what you need to cover, questions to ask, and anything else that may be needed
- 11. You babysit and overserve your existing accounts
  - a. It becomes too easy to manage and want to only talk to accounts that are existing. But this detracts from your ability to find new ones. Balance is key.
- 12. You are too busy playing good corporate citizen helping everyone else
  - a. It is important to be responsible at work and help when you can, but realize that acquiring new sales, maintaining existing accounts, and being the best salesperson you can be requires you to be able to say "No" to in house events and things at times

13. You don't own your own sales style and default to the buyer's
  - a. Buyer's don't always know what they want, or what they need. Their approach to making a sale may not, and often is not the correct way. As salespeople we must identify what our sales strategy is, accept, implement and OWN it.
14. You don't use your calendar well or protect your time
15. You have stopped learning and growing
16. You just aren't built for prospecting and hunting for new business

Most people in sales positions today have never truly had to "hunt" for new accounts or new business.

Why? Large portions of their/the company's sale career has been during times of general economic prosperity

Being a REACTIVE account manager does NOT generate sales

The KEY: Being proactive in searching for new sales. Don't wait for a customer to come to you when they are ready, go find them first.

Note: Recommend you read or listen to Chapter 2 of Mike's book to get his take on each of these. In my 38 plus years of selling, I have not seen a better New Business Development book.