

Shut-Up and Sell Something!



Listening is the key to driving sales!

I keep a copy of this funny character with big ears on my desk at all times because it provides a constant reminder that when *I'm talking, I'm not listening*. And when *I'm not asking questions and listening, my chances of selling anything are reduced*.

So the basic message of this paper is that if you want to sell more, "*Shut-up and Listen!*"

It's really that simple. However, this basic concept is missed by a large percentage of salespeople because many think selling is presenting, and focus too much on their need to present facts about the products they are enamored with.

So why does this affect their ability to sell?

1. When you're talking, you are not listening. And if you aren't listening, you aren't finding out what the customer really needs.
2. If you spend too much time presenting, the customer will feel like they are being *sold* instead of feeling like they are in control of their buying process. And we should all know that *everyone loves to buy, but hates to feel sold*.
3. Failing to focus on the customer's needs limits your ability to develop trust, and without trust, the sale won't happen.

Research has shown that up to 70% of all opportunities in sales pipelines lose to the same competitor No Decision.

The No Decision decision can come from a variety of factors, but those listed above are a significant contributor.

So if you want to sell more, take the time to step back, ask questions, and listen to your customers. If you help them identify and develop their needs, they'll give you as much time as you want to present your solutions when they are ready.

If you would like to explore more topics to expand your selling skills, or remind yourself about what you may have forgotten, then please visit the Selling Resources page on our website www.tritonconsult.com.

Today's buyers continue to evolve, and the approach to selling needs to adapt to those changes. The papers and content I write are based on the in-depth analysis of over 25,000 sales calls and client interactions, and were written to help sales teams develop and hone their skills.

Sales - it's in your DNA! Find it, develop it, and unleash your potential!