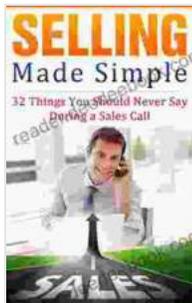


Selling Made Simple: 32 Things You Should Never Say During a Sales Call



Selling Made Simple - 32 Things You Should Never Say During a Sales Call by Jim Meisenheimer

★★★★☆ 4.6 out of 5

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In the competitive world of sales, every word you utter during a sales call can make or break the deal. While there are certain phrases that can help you connect with prospects and build rapport, there are also phrases that can instantly turn them off and jeopardize your chances of closing the sale.

Here's a comprehensive list of 32 things you should never say during a sales call to ensure a successful outcome:

1. "Can I just ask you a quick question?"

This is a common icebreaker that can come across as pushy and unprofessional. Instead, try starting the conversation with a friendly greeting and a brief of yourself and your company.

2. "I'm here to sell you something."

This is a surefire way to put prospects on the defensive. Instead, focus on building a relationship and understanding their needs before you even mention your product or service.

3. "Our product is the best in the market."

This is a bold claim that can be difficult to prove. Instead, provide specific examples and data to support your claims and let the prospect decide for themselves.

4. "This is a limited-time offer."

This can create a sense of urgency and pressure, which can make prospects feel uncomfortable. Instead, focus on the value and benefits of your product or service and let the prospect decide if it's right for them.

5. "I need to close this deal today."

This is a desperate plea that can make prospects feel like they're being pressured into making a decision. Instead, be patient and give the prospect time to consider their options.

6. "I'm just following up."

This can come across as insincere and repetitive. Instead, offer a specific reason for calling, such as providing additional information or scheduling a demo.

This is an intrusive question that can make prospects feel uncomfortable. Instead, try to understand their business needs and goals to determine if your product or service is a good fit.

8. "I can't give you a discount."

This is a common objection that can be handled with finesse. Instead, explain the value and benefits of your product or service and offer alternative solutions, such as a payment plan or bundle discount.

9. "You should buy our product because..."

This is a presumptuous statement that can make prospects feel like they're being told what to do. Instead, focus on providing information and asking questions to help the prospect make an informed decision.

10. "Our product is perfect for you."

This is another bold claim that can be difficult to prove. Instead, ask the prospect about their specific needs and challenges and tailor your pitch accordingly.

11. "I'm not sure, but I'll get back to you."

This is a vague and unprofessional response that can make prospects lose confidence in you. Instead, be upfront about your knowledge and experience, and offer to research the topic further if necessary.

12. "I can't guarantee that our product will work for you."

This is a negative statement that can raise doubts in the prospect's mind. Instead, focus on the benefits and value of your product or service, and provide testimonials or case studies to support your claims.

13. "I'm new to sales."

This is not an excuse for poor performance. Instead, be confident in your abilities and focus on learning and improving every day.

14. "I hate this job."

This is a unprofessional statement that can make prospects uncomfortable. Instead, focus on the positive aspects of your job and the value you provide to your customers.

15. "I'm just trying to meet my quota."

This is a selfish statement that can make prospects feel like they're not important to you. Instead, focus on helping the prospect achieve their goals and provide solutions that meet their needs.

16. "I'm not a salesperson."

This is a dishonest statement if you're in a sales role. Instead, embrace your role and focus on providing value to your customers.

17. "I'm not good at closing deals."

This is a defeatist attitude that can hurt your sales performance. Instead, focus on developing your closing skills and learning from your mistakes.

18. "I'm too busy to help you."

This is a rude and unprofessional statement that can make prospects lose confidence in you. Instead, be accommodating and offer to schedule a time to speak with them when you're available.

19. "I'm not authorized to make that decision."

This can be a frustrating statement for prospects who are looking for a quick decision. Instead, be upfront about your decision-making authority and offer to connect them with the appropriate person.

20. "I can't control what other departments do."

This is a common excuse that can make prospects feel helpless and frustrated. Instead, take ownership of the issue and offer to find a solution that works for both parties.

This is a negative statement that can make prospects feel like they're not valued. Instead, focus on the personal connection you have with the prospect and the value you provide to their business.

22. "I don't have time to listen to your objections."

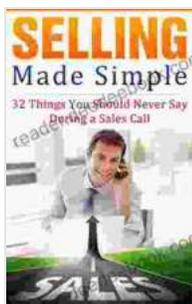
This is a disrespectful statement that can make prospects feel like you're not interested in their concerns. Instead, listen attentively to their objections and address them professionally and thoroughly.

23. "I'm just doing my job."

This is a cop-out that can make prospects feel like you're not taking their needs seriously. Instead, focus on providing a personalized and tailored experience to each prospect.

24. "I'm not going to waste my time on this."

This is a unprofessional statement that can make

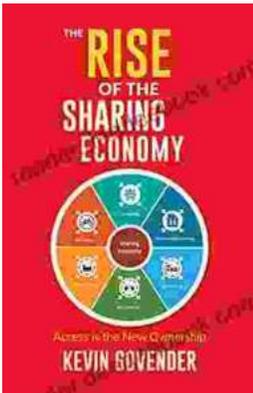


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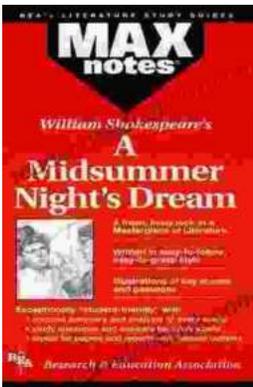
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