

## ARE YOU USING THE WRONG SALES TOOLS OR STRATEGIES?

Today's world provides us with a stunning array of excellent tools for just about any job. Sadly, too often sales people choose the wrong tools for approaching and selling their prospect. Usually it's because they don't know any better, and many times it is because some "sales coach" gave them tools that are outdated by ten or twenty years.



Hopefully, we know that the world is dramatically different than it was ten or twenty years ago, and the reality is that much of what was

acceptable five years ago is no longer appropriate. Our culture has changed, customer attitudes and outlooks are different, and therefore, buyers want to be approached in a totally new way. Today's prospects DO NOT want to be sold, but they want you to understand and respond to their pains.

What I see all too often, is companies using the tools they already have, because those are already in the "tool box." It's like wanting to cut down a tree in your backyard, but all you have in your tool box is a hacksaw. Can you imagine the mechanic changing a flat tire with only a hammer? How about a salesperson calling on a commercial client – talking about "fire, water, smoke, mold, trauma scenes, duct cleaning, pressure washing carpet cleaning, ad nauseum." Unless that one-in-a-million chance they are experiencing one of those pains at that moment, they don't care about those issues, and don't want to hear about them!



Should you use the tools you already have or use the most appropriate techniques for today's world? The answer seems obvious to me. Your savvy competitors are going to run circles around you unless your sales staff is using the latest, most advanced "sales tools!" Regrettably, there are way too many "sales consultants" still spewing out the same old 'sales crap' they've been teaching for 25 or 30 years!

Understandably, since many companies have already paid for these tools (or training, or coaching) they're often hesitant to discontinue using them, even though those sales strategies aren't working very well. It's like borrowing money "hoping to get out of the hole at the casino!"

Often, I encounter a "salesman" that feels they are above learning new techniques, or different ways to sell, since they were good (or think they were) at their previous job... car sales, cell phone sales, or 'stop, drop and roll' agent marketing. This boils down to ATTITUDE. Lose the attitude and embrace our radically different customers in this brave "new" world.



Unfortunately, these arrogant salespeople fight and buck every suggestion even

though they really don't know what they should be doing. When you tell the owner that their salesperson isn't going to make it, or is seriously hurting the business, the owner doesn't want to admit his mistake and keeps hoping the salesman will change. Often, keeping them employed for many months (or years) longer than they should employ them.



Recently, I suggested both the owner and the salesman learn a specific “elevator script” to use when calling on commercial prospects. It’s a specific ‘tool’ for a specific selling situation. The owner loved it, but the salesman fought against it, saying “it doesn’t feel natural to me...” In fact, using a completely new tool in your own workshop, or even at your computer doesn’t feel natural the first few times you use it.

There are good (and appropriate) tools for almost every situation or project and many of them are brand new within the past two or three years! Using the wrong tools will almost guarantee poor results. No professional carpenter would use a chainsaw to do inside trim work, and you shouldn’t use a bogus or inappropriate sales pitch when there are many far better scripts or strategies.

Do you know how to identify the right tool to eliminate your problems? Do you have the capability to use it? If the answer to either is no, then find someone who can help you. Otherwise you’ll be wasting time, energy, money and maybe a good tool that could be better used elsewhere.

**Author: Dick Wagner – National Sales Coach, Trainer and Consultant**  
**Co-Founder – The CREST Network, LLC** **419-202-6745**

