

Losing Sales - A Ridiculous Sales Habit You Need To Ditch

Contributed by Kim Duke
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Have you ever been so EXCITED about something that you couldn't stop talking about it? I recently caught myself doing it! I'm headed to France in a few months - spending a week in Paris and the remaining weeks in Provence. (I'm even taking cooking classes!) See....I just did it again! In my excitement - I'm talking about it. (Maybe a little obsessively!) And you guessed it lady, this is something YOU'RE probably doing too.
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The Ridiculous Sales Habit You Need To Ditch?

So you've...

Got a sale. Made "The Close" The client said YES.

And then because you're so excited, happy, thrilled (surprised!) with your success that you keep yapping away about it.

The problem?

In the sales industry we have a phrase:

"They talked themselves OUT of the sale."

Too Much Talking Can Change A YES Into A NO!

Oh yeah. I've seen it happen and I definitely did it myself when I first got into sales. I've also watched others make the same brutal mistake.

When I worked in national television, the commercial writers would come with me on sales calls. I'd already made the sale and they were there to create an idea for the commercial.

One young writer came with me and almost immediately started talking too much. He was even making suggestions that he wasn't qualified for. So I had to step in and redirect the conversation as HE ALMOST LOST MY SALE.

How? He was confusing the client with a barrage of useless information. The client was losing their "warm fuzzy feeling."

Once the writer and I were back in my car, I turned to him and said "John, I'm about to share a sales lesson you'll never forget.

He looked at me and said "What?"

I told him...

"In selling, once the sale is made...

you move on to a different topic or you SHUT UP and get out."

He looked at me said "Really? Why?"

And I told him how your excitement can turn into "blabbing" and it changes the customers GOOD FEELINGS about BUYING.

So LISTEN to your Sales Divas and get out there and make a sale.

And pleasssssssssssse - then change the topic or SHUT UP and get out.

So there.

Love from your bossy Sales Diva,

Kim

Kim Duke, The Sales Diva, provides savvy, sassy sales training for women small biz owners and entrepreneurs. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her FREE Bonus Report "The 5 Biggest Sales Mistakes Women Make" at <http://www.salesdivas.com>