# MTBN.NET PLR Library Category: Business File:

Are\_You\_Risking\_The\_Relationship\_for\_the\_Sale\_--\_And\_Then\_Losing\_the\_Sale\_Anyway\_\_utf8.txt

### Title:

Are You Risking The Relationship for the Sale -- And Then Losing the Sale Anyway?

#### Word Count:

226

## Summary:

Losing a sale can be disheartening, especially if you lose it for reasons you aren't even aware of. You can risk the relationship and lose the sale, but with a different sales mindset, you don't risk anything at all -- because you can preserve the relationship, and make the sale.

## Keywords:

cold call, cold calling, sales training, phone selling, phone prospecting, sales prospecting, sales scripts, telesales, telemarketing, mortgage selling, mortgage cold calling, insurance sales

#### Article Body:

Losing a sale can be disheartening, especially if you lose it for reasons you aren't even aware of.

Traditional selling approaches tell us that sales are usually lost because of some element -- price, features, benefits -- having to do with our product or service.

So, when we sell, we naturally focus on what we're selling because we feel we have to differentiate our product or service so prospects understand what we're offering that's unique.

Sut...what if focusing all your energy on WHAT you're selling is actually the main reason

WHY you're losing sales?

"Not possible!" you say. No?

Let's hear, in my client Ryan's own words, what happened to him.

His story will help you realize why you may be losing sales without really understanding why.

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Ryan's story points to a very important lesson: if you don't have an approach that is a perfect balance of nonaggression and effective penetration of your prospect's core needs, you'll end up asking yourself time after time, "Why am I losing sales, and why has selling become so painful?"

You can risk the relationship and lose the sale, but with a different sales mindset, you don't risk anything at all -- because you can preserve the relationship, and make the sale.