

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:

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

<p>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.</p>

<p>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.</p>

<p>But...what if focusing all your energy on WHAT you're selling is actually the main reason</p>

<p>WHY you're losing sales?</p>

<p>"Not possible!" you say. No?</p>

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

<p>His story will help you realize why you may be losing sales without really understanding why.</p>

<p>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?"</p>

<p>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.</p>