

Reasons Why Inside Sales People Don't Make the Sale

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Inside Sales People are vital to any sales organization. However, making the sale by phone is challenging. It is much harder for the person to develop rapport with a nameless, faceless entity. Additionally, some facets of a personality are hidden on the phone, while others are highlighted. The impression one makes depends not only on what you say but how you say it. With a bad impression, customers lose interest and quickly end the call. The most common reasons inside sales people fail have to do with the following.

1. **The sales person sounds insincere.** Most sales people make between 30 and 50 calls a day. It is difficult to keep a voice sounding sincere call after call. If the inside sales person sounds robotic, instead of enthusiastic, people become annoyed. They don't feel their business is important. The last call of the day is as important as the first.
2. **The sales person seems unconfident or unsure.** A simple thing like having lots of filler words; "um," "ah," or "you know," can signal a lack of confidence in the message to the customer. Inside sales people need to be very mindful of pausing to eliminate any filler words.
3. **The sales person does not seem knowledgeable.** In any sales call, a customer will have questions. Obviously, reps need to know the answers to the customer's typical questions. When a rep says "I'm not real sure of that" or "I don't really think we can do that," it suggests to the customer that they are dealing with someone who is inexperienced. The more money that is involved, the less likely the target customer is willing to gamble.
4. **The sales person doesn't seem warm and friendly.** The most successful sales people know the importance of developing rapport. Reps should personalize their presentation to gain and hold the attention of the customer. They should use the customer's name often and insider language and jargon when appropriate. They should look for opportunities throughout the call to develop rapport.
5. **The sale person doesn't seem to listen.** When a sales person has a quota or is driven by his own agenda, it is easy to go on "automatic pilot." When a customer does respond or asks a question, the sales rep should make sure to demonstrate he is listening by acknowledging any concerns and through conversational subtleties.
6. **The sales person did not show respect.** A sure way to lose a deal is to launch into a product sell without asking if this is an appropriate time to talk. Reps need to be courteous and say *please and thank you* often. It impresses people.
7. **The customer sees no value.** If the only person that seems to gain from the call is the sales person, the customer abruptly ends the call. The conversation needs to be about uncovering and solving the customer's issues. The benefits need to be tied to the customer's needs.
8. **The sales strategy is inappropriate.** Obviously, each customer is different. They have different needs. The rep can't assume their needs are all the same. The strategy the sales person uses should depend on how the potential customer feels about the product or service and how they feel about the sales person. The approach to a customer who has a long history of using the product needs to be a lot different than the first time user or the customer who has had difficulties in the past.

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9. **People have different communication styles. They have clear preferences for the way information is communicated to them.** Some people prefer others to be direct, some prefer indirectness. Some are more open; others are more closed. A good way of getting a sense of the target customer's communication style is to listen to their voice mail message. Successful sales people adjust their communication strategies each time they pick up the phone and throughout the conversation. By mirroring the behavioral and communication preferences of others, reps show the customer they think the same. People buy from people who seem like them.
10. **Reps over-sell. Some sales people just can't stop talking.** They over-sell the benefits. By doing so, they delay the close or cause confusion. Clear, crisp concise statements followed by a one or two second pause are important.
11. **Sales people need to accept "NO."** Often times, buying decisions have to be delayed. Reps need to accept that even if there is a need, others issues take precedence. How you treat the person who says "no" has a lot to do with whether the individual will consider the product or solution in the future.
12. **The rep did not close. It is surprising how often sales people don't close.** Sometimes, the next step seems intuitive so the sales person waits for the customer to make the move. Sales people need to be direct in what they are requesting. Otherwise, they run the risk of being disappointed.

Selling over the phone becomes easier if you sell yourself first and then your product. The relationship you establish does make a difference. Once the relationship is there, the likelihood listening to the rep's message and moving towards a decision is greatly enhanced.

Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. It is not what you know but how you communicate it that makes a difference. When you have to have impact, phone (847) 438-4480 or visit our website, www.ImpactCommunicationsInc.com.