

## **Infectious Excuses in Sales**

*By ATCEN*

The demands prospects have on sales professionals in today's business climate is one that leaves nothing to be much excited about - at least from the sales person's perspective. The threats of globalization and mergers have left cuts and bruises in many (but not all) sales professionals struggling to emerge as champions in the sales environment.

For those who are still trying to find light at the end of the tunnel, perhaps these individuals should not have ventured into the 'tunnel' in the first place. These are people who are in a state of uncertainty, complaining that sales are down, constantly making excuses as to why.

If you believe in these excuses, you can and are about to sabotage your sales career! Having an attitude of self-pity in sales is a sure road to self-destruction and could probably be infectious. Let us address these damaging excuses associated with sales and why they could be 'infecting' you.

### **Excuse #1: I am not a born sales person.**

Who ever came up with this notion, definitely had not realized that everyone is capable of selling. Nevertheless, not everyone can achieve the desired result(s) without adequate knowledge and skills, coupled with the right attitude. These are acquired through formal and informal training. As a sales person, we should be asking, "What new knowledge or skills have I gained today?"

### **Excuse #2: I am not talkative. Thus, I can't or might not succeed in sales.**

There is a saying, "An empty barrel makes the most noise." Prospects/Customers in the Knowledge Economy demand relevant information and not empty conversations. In fact, a majority of successful sales professionals practice "Consultative selling" compared to "Didactic selling", whereby the former requires one to listen more and ask questions.

### **Excuse #3: I do not have a great or the best product to sell.**

If a product is so great and is considered the best amongst its category, there is no need for sales people. As of this moment, there isn't a product that can claim this stature. If a sales person is unable to find a niche for its product, then it is time to differentiate.

Successful sales professional never believe in excuses or luck. Quoting Robert F Kennedy, "There are those who look at things the way they are, and ask why... I dream of things that never were, and ask why not?"