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SALES COACHING

# 5 FATAL SALES FLAWS

Learn how to prevent them  
so you can close more deals.

# ARE YOU FRUSTRATED FROM LOST SALES?

Do you wish you knew the words to say to close more deals without feeling like you're being a typical, pushy salesperson?



**If so, you're not alone!**



I've worked with close to 1,000 salespeople and business owners with similar concerns, and what I typically hear is:

- ✦ "How do I get them to commit and move forward?"
- ✦ "I got this script from another sales trainer but it makes me really uncomfortable...I can't see myself saying this!"
- ✦ "How do you handle the spouse objection?"
- ✦ "I'm tired of hearing people tell me they want to 'think it over' after I've spent SO much time working with them ..."
- ✦ "They told me they were likely moving forward, but then they disappeared...why?!"
- ✦ "How do I talk about my service and offer without feeling slimy and pushy?"

**If you've ever experienced any  
of these challenges,  
it's not your fault!**



**AND you're in the right place.**

Most people I work with either haven't had formal sales training  
or they've had faulty sales training!

**Here's the deal... sales shouldn't ever feel slimy.**

If you're here, it's probably because you're hoping there's a better way to have  
successful sales conversations without feeling inauthentic and pushy.

I have good news for you!

Sales conversations can be simple, authentic, and  
enjoyable! You can close more deals, make more money,  
and dominate your industry...all while feeling good about  
the clients you're helping!

**Ready to discover the 5 Fatal Sales Flaws?  
Let's go!**

**FLAW**



## Failing to Qualify Your Prospective Client in 3 Crucial Areas

Have you ever spent a lot of time with a potential client, only to find out at the end of the conversation that they can't afford your service or product?

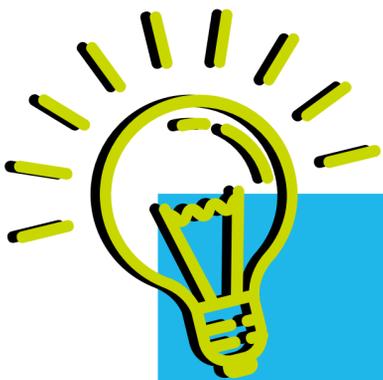
OR

They're already working with someone else who offers the same solution?

OR

They aren't looking to make a decision to change/buy anytime soon?

This can be super frustrating!



When we fail to strategically qualify our prospective clients up front in our sales process, we waste valuable time and resources.

Let me show you a better way!

## SOLUTION



## Qualify Your Prospective Client: Pain, Budget, & Decision

These 3 areas are vital to determining if you should continue spending time with a prospective client. Let them show you they're truly qualified.

### PAIN:

They have expressed their compelling and emotional reason(s) to buy your product/service. They have verbalized it's urgent for them to find a solution and make a change.

### BUDGET:

They are willing and able to invest a specified amount of money to fix their problem. You are clear on where the money will be sourced from.

### DECISION:

They are the primary decision-maker and all other stakeholders have been identified, are involved in the Pain & Budget steps, and all parties have committed to a yes or no decision in a timeframe you both agree upon.

**FLAW**



## **Failing to Set Proper Expectations, Resulting in Sales Pressure & Tension**

Have you ever been in a conversation with a prospective client and you felt their walls going up, making it difficult to connect with them?

Have you ever felt anxious thinking about the "impending" close and worried that you'll come across as pushy or 'salesy' when you ask for their business?

Unfortunately people DO have their walls up because they're afraid of being sold. This fear is a result of years of bad sales experiences, with bad-behaving salespeople (not you!).



When your prospect is constantly anticipating the "push" or the "close," it's nearly impossible to have a transparent or productive conversation that can actually help them achieve their goals.

There is a simple solution!

## SOLUTION



## Set Expectations & Give Them Permission to Say "No"

People get uncomfortable because they don't know what to expect, let's ease their mind (and yours) by properly setting expectations in these 2 areas:

### AGENDA:

Develop an agreement between you and your prospect of exactly what will take place in each interaction - both in the current conversation and possible future conversations/demos/etc. You will maintain control of the process and put your prospect at ease.

### OUTCOME:

Your prospect expects you to pressure them into a "yes." Instead, discuss all 3 possible outcomes up front - they tell you "no", you tell them "no" (your service isn't a fit), or you both say "yes."

Always start by giving them permission to tell you "no." This will release all of the tension and pressure so you can have a productive and open conversation!

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## Falling Into the Trap of Free Consulting

Have you ever spent a ton of time with a prospective client... answered all of their questions, demonstrated your knowledge and credibility, thoroughly explained your solution, only to hear them tell you "no" in the end or even worse, disappear?



### HERE'S THE PROBLEM:

Poor sales training has taught us that if our prospect is asking us questions, they are sending "buying signals."

AND we should be sure to thoroughly answer all of their questions while explaining the features and benefits of our product/service.

This faulty thinking makes us fall into the trap of providing "free consulting" to prospects *who have not yet proven* they are qualified to hear our solution.

You are too valuable to work for free!

## SOLUTION



## Quality Them First & Reverse Their Questions

### Simple Tips to Prevent You From Working For Free:

1:

Features & benefits belong in the Solution Step, and only after you qualify them in the Pain, Budget, & Decision Steps.

2:

When discussing features & benefits, you should only present the items that are directly related to your prospect's pain points - everything else you offer is irrelevant. Talking about unrelated features of your product/service is risky and could kill your deal.

3:

When your prospect asks a question, there's typically an underlying reason for the question. Instead of immediately answering, softly "reverse" it to discover key information first. For example, "That's a great question. I'm just curious, why do you ask?"

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## Trying to Overcome Objections

Faulty sales training has taught us to present our solution, explain the features and benefits, build a ton of value, attempt to close our prospective client...and THEN uncover their objections.

We've also been incorrectly led to believe that overcoming their objections will lead to a closed sale.

Have you ever been frustrated by a conversation with a client where one objection led to another...and another...

and at the end there was no resolution (or closed sale)?!



THERE ARE 2 PRIMARY PROBLEMS:

- 1) The conversation took place out of order - all of the steps *before* the Solution Step uncover and deal with potential objections.
- 2) The first objection a prospect gives you is *rarely* the real objection. Learning to hear the words your prospect *isn't* saying will help you uncover and deal with the *real* issue.

## SOLUTION



## Deal with Objections Upfront Before They Blow Up Your Deal

When it's time for your prospective client to make a decision, all potential objections should have been uncovered and dealt with so you can get to a clear "yes" or "no." Most salespeople operate under a "don't ask, don't tell" policy because they're afraid to rock the boat. Your job is to rock the boat (gently).

### ASK THE TOUGH QUESTIONS TO DISCOVER:

#### QUESTION:

#### OBJECTION PREVENTED:

1:

Do they have urgency to fix the problem?



- The "think it over"

2:

What is their budget to fix it?



-The price objection

3:

Who else is involved in the decision?



-The spouse or other decision-maker objection

4:

What other solutions have they tried?

-The competitor objection

Disarmingly honest conversations about potential objections build trust, keep your prospect "ok", and allows them to clearly see you as the solution.

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## Selling Your Product or Service Based on Its Price

Have you ever found yourself in a conversation with a prospective client trying to justify your price compared to your competitor?

Or build enough "value" to make the price seem small?

Or have you ever offered a discount incentive to try and get them to move forward?

**While some of this may work once in a while, it's not sustainable and it's exhausting.**



This type of behavior can hurt your brand. It trains prospective clients to devalue your product/service, and think of you as just a vendor instead of a "trusted advisor."

People buy from people they respect. You must respect and value yourself *first* if you want your clients to pay a premium for what you do.

## SOLUTION



## Understand the Relationship Between Pain & Budget

Attempting to close the deal by pressuring your prospect with an expiring discount will backfire. You teach your prospects how to treat you. When you place the majority of your focus on price and add pressure, you train your prospects to constantly negotiate with you.

The "compliant" personality in DISC will never buy from price pressure.

The "steady relator" personality in DISC will say yes just to get away and then cancel via phone/email/text so they don't have to face the you.

If your prospect asks for a discount, always adjust the solution (remove something) to fit their budget - but never discount your product.

The Pain Step is designed to discover how much the problem is costing them and the cost of doing nothing. When this step is executed correctly, price won't be an issue.

The Budget Step helps you compare the two, making it easier to co-create a solution based on their needs and resources.

**YOUR SUCCESS DEPENDS ON NOT ONLY FOLLOWING A STRATEGIC SALES PROCESS, BUT MORE IMPORTANTLY, YOUR ABILITY TO UNDERSTAND HUMAN PSYCHOLOGY— WHY PEOPLE THINK AND MAKE DECISIONS THE WAY THEY DO.**

## THE PATH TO CONVERSATIONS THAT CONVERT & WIN!

- 1 Qualify Your Client: Pain, Budget, Decision
- 2 Set Expectations & Give Them Permission to Say "No"
- 3 Qualify Before Presenting Solution, Reverse Questions
- 4 Deal With Objections Upfront Before They Blow Up Your Deal
- 5 Understand the Relationship Between Pain & Budget

*I hope you're excited to see that you can be wildly successful from having authentic sales conversations that close deals, **and most importantly - allow both you and your client to win!***

*I'm so proud to be a part of your journey!*

*Keeley*

