

Controversy in the Selling Profession

Salespeople at large are poorly trained and most of what they are taught offends people and is very inefficient.

Case in point: The turnover rate in most industries is 34% or higher you can attribute this to a lot of things namely hiring, economics, but training is the most offensive because it's easier to control

Second case in point: 50% of salespeople are not reaching their sales quota or sales goal these are not good odds when you are in business. Nobody said it would be easy but this can improve.

The Big Limiting Belief is the Pareto Principle or more commonly the 80 / 20 rule whereby 20 percent of the sales people in any given company produce 80% of the sales.

I think this is bad thinking and a self fulfilling prophecy!!

As a consumer you should be alarmed that there is a 50% chance you are going to encounter a desperate salesperson and a good chance he won't be around if you have a problem.

Companies don't like to spend money on training because they can't measure the results and it can be expensive.

I believe there is a better way to train and the results can be measured. In the end the profession of selling improves and the rest of us will have a sigh of relief!

One idea can change an entire industry, I simply believe salespeople should be trained more not less and everybody wins. They should be trained to find people in greater numbers who are interested in what they want and to solve problems not make overwhelming presentations and wear people down.

There are plenty of wonderful salespeople around who make us feel we are not being sold and help us to buy but there are not enough of them and the numbers prove it!!