

5

DANGEROUS  
ASSUMPTIONS  
SALESPEOPLE MAKE THAT  
SABOTAGE SALES  
AND HOW TO  
SAVE THEM



*THE EXECUTIVE SALES  
COACH'S CORNER*



IN EVERY CONVERSATION,  
YOU'RE EITHER

**ASSESSING** THE FACTS

OR YOUR

**ASSUMING** THEM



## ASSUME

**1** WHEN MEETING WITH A PROSPECT OR CUSTOMER, DO YOU ASSUME A FIT OR THAT THE OBJECTIVE OF THE MEETING IS TO GET THE SALE (NEXT APPOINTMENT, SUBMIT A PROPOSAL, QUOTE, PRESENTATION, ETC.)?

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## ASSESS

*Instead of making the sales process about you and the sale you can get, make it about them and the value you can give.*

The initial objective of the first call or meeting is to **see if there's a fit**.  
(Qualify or Disqualify)



# 2

## ASSUME

WHEN SENDING OUT COLLATERAL MATERIAL, DO YOU ASSUME THE MATERIALS CONTAIN THE INFORMATION THAT THE PROSPECT/CUSTOMER WANTS OR NEEDS OR WHAT YOU THINK IS IMPORTANT?

## ASSESS

WHAT UNIQUE INFORMATION ARE THEY LOOKING FOR THAT YOU CAN PROVIDE, WHICH CREATES YOUR COMPETITIVE EDGE AND SEPARATES YOU FROM OTHER COMPANIES?

“Rather than dump information on you that may not be relevant, what are you looking for and the factors you consider that would help you choose the company to partner with around this important initiative?”

“Actually, I’m the best interactive brochure there is. If your schedule allows, may I share what you’re looking for now to save you time, ensure a clear understanding of your objectives, what makes our solution uniquely valuable and how it might be a perfect fit?”



## COACHING CONUNDRUM:

**COLLATERAL MATERIALS CAUSE COLLATERAL DAMAGE.  
MARKETING MATERIALS DONT SELL. SALESPEOPLE SELL.**

## ASSUME

# 3

DO YOU *ASSUME* THE OBJECTION OR BLAME A LOST SALE ON PRICE OR OTHER ASSUMPTIONS, RATHER THAN THE FACTS AND ASSESSING ROOT CAUSE?

## COACHING CONUNDRUM:

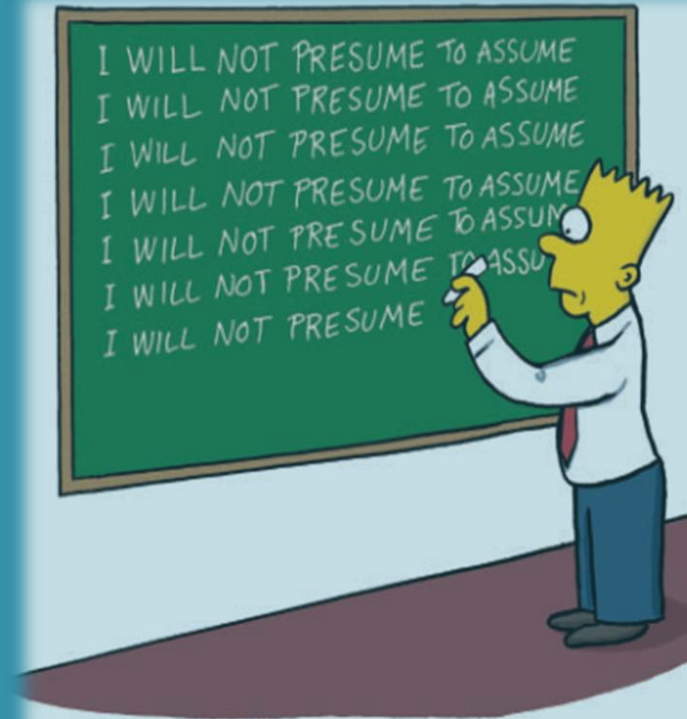
THIS IS HOW SALESPEOPLE CREATE THE OBJECTIONS THEY HOPE TO AVOID!

## ASSESS

**Seller:** "I lost that last deal. It was a price/budget issue."

**Coach:** "Is that what the customer told you?" ("What did they say?")

**Seller:** "Well, not exactly. After I told them I can get a better price than the other company they're considering, I tried reaching out to them but never heard back. So, based on my experience I assumed it was price."



ASSUME

# 4

ASSESS

DO YOU ASSUME THAT YOUR PROSPECT OR CUSTOMER IS THE ONLY DECISION MAKER, OR IS EVEN A DECISION MAKER, INFLUENCER OR ADVOCATE?

"Mr./Mrs.

Prospect/Customer, *other than you*, who else might be involved in this decision-making process that you would suggest reaching out to or including in our next meeting?"



## ASSUME

# 5

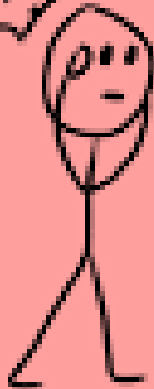
DO YOU ASSUME THAT THE PROSPECT OR CUSTOMER WILL NOT REVEAL THEIR BUDGET OR HOW THEY DETERMINE BUDGET AND AS SUCH, DON'T ASK THE BUDGET QUESTION, ASK THE WRONG QUESTION, OR ASSUME THEY BUY ON PRICE ALONE?



## ASSESS

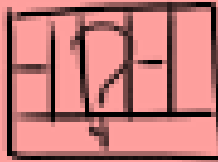
- "How do you typically budget for a project like this?"
- "For this type of project, we find that the investment typically runs between X and Y. Is that what you had in mind?"
- "How much money would it take to build this in-house?"
- "How much have you already spent and how much time have you invested in trying to solve this problem?"
- "Based on the information you've given me, this problem is costing [you, your team, your department] approximately [X amount] per [week, month, year]. How does your allocated budget compare to the cost of not resolving this?"
- "I can offer you the ideal solution to meet your objectives that could be as much as X but it may not fit your budgetary constraints. I'd rather customize a solution that maximizes your investment, fits for you and is in the range you're hoping to stay within. May I ask what that might be?"

WHAT IS WRONG ABOUT MY BUSINESS MODEL AND HOW CAN I FIX IT?



ENTREPRENEUR

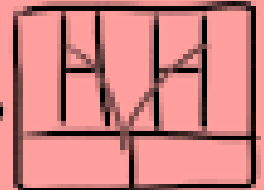
ASSUMPTIONS



BUSINESS MODEL



VALIDATED



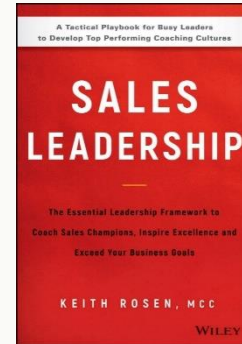
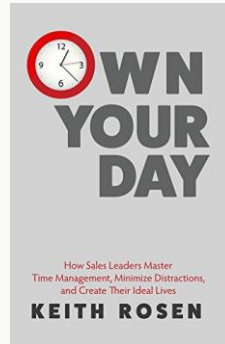
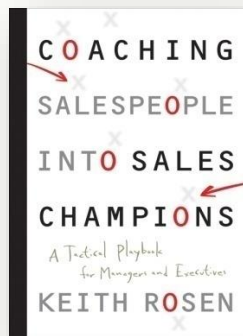
BUSINESS MODEL

VALIDATE YOUR ASSUMPTIONS



WITH QUESTIONS TO WIN MORE SALES





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- Develop the Habit of Coaching –

The Official Language of Leadership  
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