

Shocking mistakes made by businesses that you can avoid

1. Salesmen often forget to tell customers why they are offering them discounts or free offers. Tell your customers when selling to them, why you are giving them something for free.
2. When dealing with potential leads do not treat the lead as the final decision maker. Be in command of the conversation all the way to speaking with the 'real' final decision maker. Try and deal with people you get on with, don't just sell and allow anyone to buy.
3. Try and sell 'avoidance of pain' rather than 'gaining of pleasure' as it is much easier to sell. Understand their pain and then sell to them.
4. Do not start relationships with customers and allow them to have the 'upper hand'. This would mean the relationship starts on the wrong foot. Do not be arrogant with your customers, but more importantly do not allow them to be arrogant to you.
5. Note down your mistakes and try and learn from them. Many successful people do this.
6. Try not to set pricing on a time basis. Charge according to experience and the value you are adding to the customer.
1. Ensure that your referral process is systemized and effective. The best customers normally come from a happy referral..

