

Top 10 Sales Mistakes Speakers Make from the Front of the Room that Kill their Sales at the Back of the Room!

The following 10 mistakes are made by every professional speaker at some point in their career and most speakers don't even know when it happens until it's too late! Here is a great list to review before every seminar of what not to do from the front of the room!

10. **Say to your audience** "Let me give you the sales pitch!" NO. You hate being given a sales pitch, so does your audience. Instead, teach from your favorite resources; let people know throughout your teaching how different tools have impacted your life along with your clients' lives and other seminar participants' lives. The key here is to be honest and sincere, if you don't have personal experiences to draw from, borrow from other trainers--in fact, go look up the top sales trainers and go to their seminars; watch what they say and do and practice in your own seminars until you develop enough examples to call your own. You can also learn from trainers with lousy sales, go watch their seminars and take what you like from their training along with what DOESN'T work with their sales presentation. Then when you're in front of an audience, you can tell them throughout, the day as you're teaching from tools that you will let them know a little later more about tools. You can say something such as:
"...I'll let you know a little later how you can get these tools and help determine which ones will work best for you; for now, let's move to the next section..."
9. **Say to an undecided buyer:** "If I were you I'd do this..." NO! You're not them, and their learning styles and needs may be different from yours. Perhaps you like to learn by reading and they prefer to learn by listening to audios; as a result, you then you tell them what your favorite books are that worked for you, only they have a different set of problems or issues that need to be fixed, not only have you not addressed their issue, you just turned a \$80 sale into a \$23 one that isn't going to solve their problem because reading is not their preferred learning style!
8. **Give them what they want...**No. You'd never give candy to someone to help them improve their nutrition; the reality is you know your resources better than your customer does, therefore, don't give them what they want, give them what they need...based on your expertise, their learning style, your knowledge of the resources available, AND by asking them what problems need to be solved.
7. **Tell them what they need...**NO. Don't you hate it when people tell you what they think you need before even knowing what you're trying to solve? Yes! So does your audience; instead, ask GREAT questions that get you the answers.
6. **Ask them: "What tools would you like to get?"** NO. This is not a "GREAT Question" as they don't know what tools they need, in fact, if they knew what tools would fix the problem they would have already gotten them and wouldn't have the problem anymore. Again, you are the expert, instead, ask them what issues or problems would they like to get solved? --As they KNOW the problems they're having! Then make suggestions, " are you looking for something to help you deal with difficult people, or to get a better understanding of how self-esteem affects you and your co-workers, or are you looking for something to help you take control of your time and priorities--while stopping others from taking over your time and changing your priorities?" And yes, you probably noticed what makes these great questions is the fact that the solution, or the title of the solution is in

the question! Again, remember to be honest! Don't recommend it just because someone thinks they want it.

5. **Only tell them about the tools you sell...NO.** You will sound like a 6-hour infomercial. Instead, weave a variety of tools into your day that can be purchased from Amazon, Barnes & Noble, even offer free tools--I use this when selling MindMapper and people make the logical decision to not waste their time on a free app but rather to invest in a solid, proven, money-back guaranteed tool.
4. Surprise them with your 10-minute sales pitch, and apologize for it while you're at it. NO! See above comments.
3. **Don't spend the money on making your own flyers of your packs and specials for your events...NO!** DO spend the money on making your custom flyers--this is what makes you a business owner and the expert on the resources you've chosen for the class you're teaching. If it costs you \$5 to make 100 color flyers for your next ten seminars and as a result you make more commission only ONE of your next ten seminars, you've made back your \$5 (at least)! This is a no-brainer, in fact, just put your flyers around your speaker-packs, not in every workbook, this way you only use what's been purchased and can recycle the rest of your flyers at your next seminar.
2. **Tell people they have to buy tools today.** No, they don't...this is an old used car-salesman approach. Instead, *persuade* people by helping them see and believe how the tools you are recommending *will solve their problems* by helping them approach their problems differently than they have in the past. If you have a good rapport with the person you're speaking with and have developed trust, then have a little fun here, ask them "what's the definition of insanity"...then ask them if they've been able to fix their problem doing it the same way they did last time? ☺ (Again, only use this technique if you've developed trust and rapport, otherwise it will look like you're being sarcastic). Laughter will also help break the sales tension and allow you to move to your next step based on their personality style which will either be direct, logical, fun or relational.
1. **Tell them they bought the wrong item last time to fix their problem.** No one likes to feel stupid. When we tell someone they made a poor decision at another seminar or in a bookstore, not only do we put them down, we're also throwing dirt at the competition, and remember, every time you throw dirt, you lose a little ground. And a **Bonus Tip: Never tell your audience to buy something that you don't believe in just to get the sale.** Just like you hate buying things that are garbage, the same goes for the people in your audience. Be honest and diplomatic with them and simply ask them what problem they want to solve and would it be all right if you made a better suggestion for their solution.

Remember, you're the expert! Ask people what issues they're having, ask if what they're doing is working for them, give them a "quick-fix" solution, and then point them in the direction of a long-term solution in the form of a great tool!

Until next time, all the best!

Dawn Jones

www.dawnjones.net

dawn@dawnjones.net

206-686-1955 ext. #1