

# I FIND IT FUNNY...

SKIP MILLER | President – M3 Learning

*Who came up with the phrase buyers are liars? They just don't know what they want yet.*

*How can buyers follow a process if they don't know how to buy? Buyers want to be led.*

*The more you talk on a sales call, the less likely you are going to get an order. So when do sales people learn how to ask questions if they're forced to sit through days of product knowledge training at every sales meeting?*

*After ramping up your sales people with product and company knowledge in their onboarding, you were expecting your rookie sales people to ask business ATL questions?*

*Why do we use the word demo? Buyers hate demos. I never heard a buyer say, "Oh boy, I get to sit through an hour demo". Buyer's want to validate their beliefs, and they will do that with a demonstration. They have a question they want answered.*

*Why do we spend so much time teaching qualification skills, when dis-qualification skills are so much more important? The term is give/GETS.*

*How come so many sales calls end with, "OK, so what do you see as a next step?" There goes control of that sale.*

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*Sales people are nervous “going over the head” of their main contact. Did you ever wonder how they got in a position to not have access to the C-Suite, the ATL buyer? You have to talk ATL talk to be invited to that party.*

*When I ask a sales person about their “key” prospect that is going to close this month/quarter, how well do they know the prospect, they say very well. So why don’t they know their last years and this years forecasted revenue goals and earning? You got to know numbers.*

*Sales people hate prospecting. I hate baiting a hook, but it is the only way to catch a fish.*

*Buyers waste time and money by not making a decision on your solution sooner. So why, when we have a sales call that goes well, do we tell them “let’s talk next week.”? You are wasting your prospects’ money.*

*Fear stops most sales people from calling high. How do overcome fears? Head-on usually is a good policy.*

*The more you use the word “I”, the less likely the sale. The more you use the word “you”, the more likely the sale. What do you think?*

*Buyers don’t want to buy what you have. They need to change what they are doing and you can help with that change. If you find the cause of change, you will find energy.*

*Why do all prospecting emails talk about you and your company? Buyer’s want to know you know them, not know you....yet.*