

GRANT CARDONE'S

TIRED OF MISSING  
**SALES**

# TOP 3 MISTAKES of Sales Organizations & Sales People

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In case you don't yet know who I am, for 30 years I have worked with thousands of sales organizations both in the US and abroad to help companies discover missed sales opportunities.

There are two basic ways of doing this –

- 1. Scrub the customer base and existing opportunities, then make direct contact to present and convert.**
- 2. Identify how to improve the sales process and customer experience delivered to the customer that possibly alienated the sale.**

I have worked with hundreds of thousands of individual sales people and thousands of companies across almost every industry from dentist, chiropractors, fitness experts, engineers, financial planners, social media consultants, call centers, professional insurance organizations, bankers, network marketers, commercial real estate brokers, bankers and agents.

I have worked with companies that sell tangibles (hard products) and intangibles (fund raising), some sold products, some a service, many sold both. I have worked with organizations that only sold on the phone responding to leads generated from an ad or internet post, as well as call centers and boiler rooms making completely cold calls. The price of the product or service ranged from less than a dollar to hundreds of millions.

Companies come to me of all sizes to look for ways to increase revenue, increase sales and improve the customer experience.

One of the first things I do is ask the executives or management team or the individual entrepreneur, “what do you think are the reasons you are missing deals?”

I almost always hear the same things:

1. My people are lazy
2. My sales team isn't motivated
3. I can't find good people that want to be sales people

It's not long before I hear someone throw up their hands and suggest the 80/20 rule. Which is the idea that 80% of all products are sold by 20% of the people. This concept has been around for a long time hinting that you can't really do anything about the situation and that 80% of all people are just not productive and don't contribute to getting things done.

I must tell you I find this very difficult to believe and as an entrepreneur and problem solver I refuse to throw up my hands and think there is nothing I can do.

But really? You are just going to believe there is nothing you can do and just except you have no control and it what it is.

The companies, executives and entrepreneurs I work with tell me, “even if this popular concept is true show us how to get the 80% more effective and make those extra sales.”

So let’s start by getting some basic agreements. Answer these questions and write out the responses for you, your department, or your company.

1. Are you missing sales?
2. Is the economy improving in your area?
3. Can you or your people learn one new thing that may result in one extra sale?
4. Do you want to make extra sales?
5. Are you willing to do the things necessary to make those extra sales?

If you said yes to any of those five questions I can help you because just throwing up your hand and making excuses wont make you more money, more sales, or get you more customers - quitting is never a solution. I work with people that answer YES to all five of the previously asked questions. I work with winners not quitters.

Most of the businesses I work with today tell me they have more leads coming through their website than they can even respond to. They also tell me that when they do respond to internet leads or even when they get face to face the conversion rates (customers who buy) are awful.

One other observation before I share with you three mistakes most every sale group is making. I have observed that all Successful sales organizations do two very interesting things:

1. They always looking at how they can exploit their competition by doing what they will NOT do.
2. They focus on what they can control and disregard the things beyond their control.

So why would a company do what others refuse to do?

Well... first like Jack Welch the ex CEO of GE said, “never enter a space unless you can dominate.” Basically look for those things others will not do and/or are not willing to do and exploit them.

The second thing is to focus on ONLY those things you can control and spend no time on the rest. Things like government, the economy, weather; they are beyond your control and should not be the things you are focused on.

Whether you are one sales person interested in increasing sales or you have 1000 sales people, the first thing you want to do is avoid committing the cardinal sins of sales. So that you are clear, the first thing to do is not add skills to your sales team but to remove mistakes. Just by doing this I can increase sales at your company by at least 15%.

## **1. The Sales Process is Out Dated**

Now, before you defend your sales approach consider the following. The basic premise for selling systems and approaches were created over the last 100. When you look back 100 years, this a time when you knew your neighbor, people didn't know you by the car you drove but the horse your rode. Women stayed at home and raised five kids and 90% of all Americans were farmers. To find out if you should purchase a product you asked your best friend or someone you trusted who owned the product their opinion of it.

Today most people don't know their neighbor, women influence or directly make decisions in over 60% of all transactions. Did you know that 77% of shoppers use web reviews to make a purchase decision and over 90% of all consumers use the internet to conduct research? 40% of all buyers spend over 50% of their total shopping time online.

Before you get bored with all the facts consider this. There are now more mobile devices in this country than there are people. They aren't using computers for their search they are using their phone and the conversion rate on mobile shoppers is dismal 1%.

By updating your sales process to address this issue of the mobile shopper I can turn a 1% conversion rate and increase it 40%.

How about this... I can increase your closing rate by almost 500% by texting a sales prospect during the transaction whether they are in front of you, over the phone, or on the internet.

Without changing your staff, lowering your price, or sending your people off to a seminar for four days I can increase your chances of closing by 40%.

Another example of a sales process that needs updating... the basic premise of most sales systems is to avoid price and build value. This has become so prevalent that 72% of all businesses never even present a proposal to their interested customer.

Want to try this out yourself? The next time you are out show interest in a product and see if the sales person even offers to put a proposal together for you. 7 out of 10 times the sales organization will not even present a proposal. No proposal – no sale.

That means 72% of all your customers are never given an opportunity to do much more than just be told about your product or service. They are almost NEVER asked to buy. 72% of your advertising dollars are wasted... think about that.

## **2. People are not Properly Motivated.**

There is no shortage of managers that tell me people are not motivated. Motivation is not the issue, not being PROPERLY motivated is the issue. We live in a culture where 50% of population has an entitlement claim and another 40% think they can live on 50k a year. This is a tremendous opportunity for an aggressive sales organization. If you get disappointed by people not being motivated and find them lazy without initiative YOU are the problem. The average American (census bureau) spends 7.7 hours sleeping and 5 hours a day on tv and internet. That means over 50% of everyday the people that work for you are either completely turned off or mostly distracted by things beyond your control.

Then when they are awake and not distracted, who are they surrounded by? The wealthiest country in the world has ½ of its population walking around with less than \$20 in their pocket and less than \$3000 in savings.

Comfort is the new motivation. Time off is what people are motivated for today and comfort, settling, and satisfaction are killing sales people, companies – and even entire industries. Your people are motivated, the problem is they aren't properly motivated, and it does not happen often enough.

Simply by providing your sales team with daily motivation delivered visually I can prove that we can increase sales by 7-8%.

## **3. Lack of Proper Follow-Up**

This is no surprise for most and has been a problem for a very long time. Most sales organizations simply are not following up and this includes the largest, most successful companies in the world.

Look, if you DO what others don't, and are willing to do what they are NOT willing to do... YOU WILL MAKE MORE SALES

Fact:

- 65% of companies don't nurture leads
- 48% of all sales people never follow up and
- The average sales person never makes more than two follow-up calls
- 80% of all sales are made between the 5-12 contact
- You have a 7x better chance of closing the deal if the follow up is done in the first hour
- Follow up done within 5 minutes has a 9x better chance of closing
- MIT study showed that follow-up calls made within 60 seconds had a 500% better chance of closing
- The company that calls a prospect first has a 248% better chance of closing

So why don't people follow up???

Because they don't know what to say for more than a couple of calls, and most are not being pushed by management to follow up soon enough. Those that do are only using one medium to follow up, when your people must be taught how to use all mediums. Texting, calls, email, 3rd party links, video, personal visits, testimonials, and social media push should ALL be incorporated into a follow-up strategy.

I believe that ANY company can increase sales. If you don't believe that, then I can't help you... but I doubt you would have read this far if you didn't believe there was more to get...

So look... Are you ready to do more than just get facts and figures? Are you ready to stop accepting less than you know you are capable of getting? Are you ready to get those EXTRA sales that you know you are missing?

Companies pay me as much as \$50,000 to fly in and meet with their organization to customize a sales process and training platform for their company. They then spend as much as 2 million dollars building out a platform to deliver the content. While building out these platforms I negotiated an agreement to use what we discovered and make it available to individuals and small companies without disclosing the names of the companies I was working for so as to protect their competitive advantage.

For the first time I have the ability to deliver that same information to you. Except for proprietary content you get it all and all for a fraction of the cost of what Fortune 500 companies pay.

**I BECOME YOUR PERSONAL SUCCESS COACH – SALES COACH – AND MOTIVATION SPECIALIST**

Whether you want more sales, better customer service or if you need help prospecting, closing, negotiating, running sales meetings, scripts, tips on better communication, presentation skills, speaking in public to large groups, the elevator pitch, or just some daily motivation. Look, I have it all for you now at [CardoneUniversity.com](http://CardoneUniversity.com)

I can now be available to you on your phone, tablet, computer or all three....

When you need me... ON DEMAND, I am there to give you a strategy to help you secure that extra sale.

## Top 3 Mistakes of Sales Organizations & Sales People

Welcome to the Training Center: Please select a topic library below.



Selling Basics



Understanding the Buyer



The Sales Process



Preparing to Negotiate



Theory of Closing



Closing Strategies



Incoming Calls



Cold Calls



Prospecting



Follow-Up



100 Ways to Stay Motivated



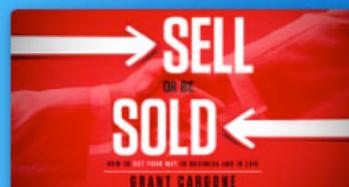
Top Traits of Great Salespeople



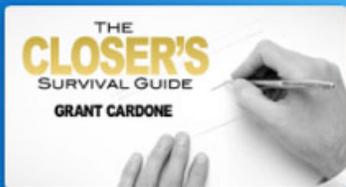
Internet Response



Weekly Inspiration from Grant



Sell or Be Sold



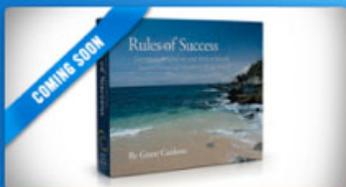
Closer's Survival Guide



If You're Not First, You're Last



The 10X Rule



Rules of Success



Quick Fix Solutions

## CARDONE SALES UNIVERSITY....

Not everyone is able financially to bring me in for private one-on-one consulting. Not every organization can bring me up to speak to their company for ½ a day. I wanted to create something that EVERYONE could use and benefit from. No matter if you are an individual sales person, small business, or Fortune 500 company, I have a solution that will help you with those missed sales, unconverted opportunities, and help you find that fire on a daily basis.

As promised... I want to also share with you - How to Build the BEST 20 second elevator pitch...

Without reservation this is the SINGLE BEST pitch that you will ever find anywhere in this universe.

Is that claim big enough??? Ok, I will make it a little better. If you find that this isn't the MOST effective quick pitch you have ever used I will give you a 500 credit at my store..



# ELEVATOR PITCH

Look your situation will not improve until you do... Your income will not increase unless you become a master, and you will continue to miss sales opportunities unless you get better with every customer, everyday. If you are ready to make the jump from average to great, from the middle of the pack to the leader... Then you need to sign up today for CardoneUniversity.com.

I look forward to helping you achieve everything that you and your family deserve. Let's 10X your sales and income TODAY!

-Grant