

## 10 Sales Prevention Myths

In other words what stops us selling.....

- ✚ Selling is something you *do* to people.
- ✚ To ask for business is unprofessional
- ✚ The public does not trust or like salespeople
- ✚ Great sales people are born, not made
- ✚ People will want my product/service
- ✚ When the customer raises an objection, they don't want my product/service
- ✚ Selling is just another word for marketing
- ✚ Consumers know what they want
- ✚ Selling implies a compromise in ethics
- ✚ To be effective in selling you need to adopt a different personality

What “myth” stops you selling?

Send us your “myth” and we will offer you some advice as to how you can turn it into a winning sales tip.