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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

## 7 Common Selling Errors

By Tyler McKinna

There are a variety of selling and presentational mistakes that cause confusion and frustration and kill the chemistry so critical to successfully getting to the winning two minutes. You will lose when you:

1.) Sell capabilities rather than solutions. If you spend time talking about all of the things you can do, the talents of your people, or your reputation in the marketplace rather than focusing on the specific needs of the prospect, you will not be successful often.

Clients care about solving their problems, not about all of your capabilities. The assumption is that you made it to the presentation stage because the client had a sense that you had the capability to do the job. Talking about capabilities simply wastes their time and yours. Leave the capability brochures behind and focus on a very brief and highly focused presentation.

2.) Sell people who aren't there. All clients know that the principals show up to do the selling and that the underlings show up on Monday to do the work. Even if you use principals to sell, bring the workers along. Introduce them and give them a meaningful part in the presentation. Let the client question them as a part of the presentation process. If you're selling bait and switch, it will not be a good basis for a long-term relationship.

3.) Are dull and unenthusiastic. Nine out of 10 presentations we view are lifeless, boring recitations of capabilities and the dropping of irrelevant names. If you're not interested in doing my work, I'm not interested in hiring you to do it.

4.) Talk in generalities. This may be the most grievous problem of all. It appears to the client that you are unwilling to be specific about the kinds of things you would do to solve the problem at hand. Sales presentations often dance around the central issues, wasting time and disillusioning the prospect. Speaking in generalities causes the prospect to doubt that you can focus on the work, or worse, to assume that you don't know what the problem is or how to do the work. You may get the question, "Is this the first time you'll be doing this?" – not exactly a confidence builder, either when it gets asked or has to be answered.

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5.)Lecture. Even though prospects have problems that need help and assistance, that doesn't mean that we're the world's experts on all of their problems and issues. Stay lively, confident, specific, enthusiastic and assume that the prospect has some basic intelligence to manage its own life and affairs.

6.)Sweat (especially when fees and costs are mentioned). Prospects do notice that those making sales presentations sweat when asked about project costs. Every company should not only be prepared to talk about fees and charges, but be prepared to bring up the subject in the presentation. A very destructive tension develops quickly when it's clear that fees are not being addressed candidly.

7.)Ad-lib. We've witnessed many presentations, some from firms in the business for many years, where the principals appear to have had virtually nothing in the way of conversation about the prospect's problem and seem to be inventing their presentation on the spot. If you can't get it together as a company and new business presenter, how can the prospect be sure that you can organize,

manage, and resolve its problem without a lot of sloppy and expensive work?

Tyler McKinna is a Marketing and Communications Consultant. More great articles from Tyler McKinna can be found at [talksuccess.blogspot.com](http://talksuccess.blogspot.com)

### **Surviving in the Hospital (Available medical technology to help you survive)**

#### **By Granny's Mettle**

More than having a comfortable, temporary residence in the hospital, it is important that one not only survive but come out of the hospital, alive and whole.

According to a study, medical errors in hospitals cause more deaths each year than vehicle accidents, cancer or even AIDS. A recent study reported that there are up to 100,000 deaths each year caused by medical mistakes. Hence, medical mistakes are reported as the eighth leading cause of death among Americans.

The causes of medical mistakes are many and varied. They can arise from the physician, specialist, hospital administration, nursing staff, pharmacists, and many other places. The type of medical mistakes also varies. These include misdiagnosis, medication errors, surgery errors, laboratory test errors, and administrative errors.

With the onset of cosmetic surgery, there have been many cases where patients come out of the hospital worse than when they entered. Even so-called minor operations are not without risks anymore.

According to ABC7, one patient was supposed to have a common surgery to fix a hernia. But because of a series of mistakes, he found himself in a situation that nearly cost him his life. The patient was supposed to have his blood vessel cauterized as part of the procedure. However, one of the interns failed to do so. They then punctured his spleen. Then they had to get the blood out of the lung cavity.

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But by doing so, they caused the patient's lung to collapse instead.

In an effort to reduce errors, some hospitals turned to technology. Instead of using the traditional recording of communication, hospitals nowadays utilize electronic record.

Computers are also common sights in hospitals. Nearly everyone uses a computer. Doctors have portable stations where new and old medical records can be accessed with just a click of the mouse.

Aside from a system of electronic checks and balances, pharmacy mistakes are reduced with the presence of bar-codes in all drugs and paraphernalia.

Armbands are also introduced. Nurses are now able to scan the patients' armband and match it with the electronic record, thus, reducing errors.

Despite technology's assistance, it is still advised that patients should not rely solely on technology. Doctors recommend that the patients themselves should be responsible enough to check their own record and ask their physicians hard questions beforehand.

Knowing the extent of your illness, surgery and operation might just be the ticket to saving your own life.

Granny's Mettle is a 30-something, professional web content writer. She has created various web content on a diverse range of topics, which includes digital printing topics, medical news, as well as legal issues. Her articles are composed of reviews, suggestions, tips and more for the printing and designing industry. For inquiries visit <http://www.onlinehomemedicalsupply.com>

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