

## Sales Myths and Other Malarkey

Many business owners would do almost anything other than (gasp) sell, yet they desire new clients. Conversely, most people love to buy things (but don't like being sold). A conundrum? Indeed.

Here's a look into a few myths of the art (and science) of selling.

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### Ideas

Listed are four misconceptions about sales that make many business owners uncomfortable.

1. Making sales is how I get what I want.

False. Selling is educating prospective clients on how to get what *they* want – thinking of selling as “coaching” or “mentoring” softens the awkwardness of sales.

2. I must dominate sales conversations to make sure everyone knows I'm smart.

Incorrect. Financial advisors should understand: Listening beats talking. Want to know what prospective clients are thinking? Ask questions and listen.

3. My responsibility is to control the sales outcome.

Invalid. The outcome of the sales process is decided by the potential customer (unless they aren't a good fit for your firm). Your job is to share knowledge, so they get what they want.

4. I'm not a people person, so I'd be a mess at sales.

Unfounded. Many successful sales professionals do not fit the backslapping, outgoing sales stereotype. Process-driven, detail-oriented, analytical introverts are just as effective.

Removing sales myths for business owners does not create future sales rock stars. However, it can make the task bearable for some and enjoyable for others.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit [www.referralsafe.com/asktra](http://www.referralsafe.com/asktra) frequently for new additions.