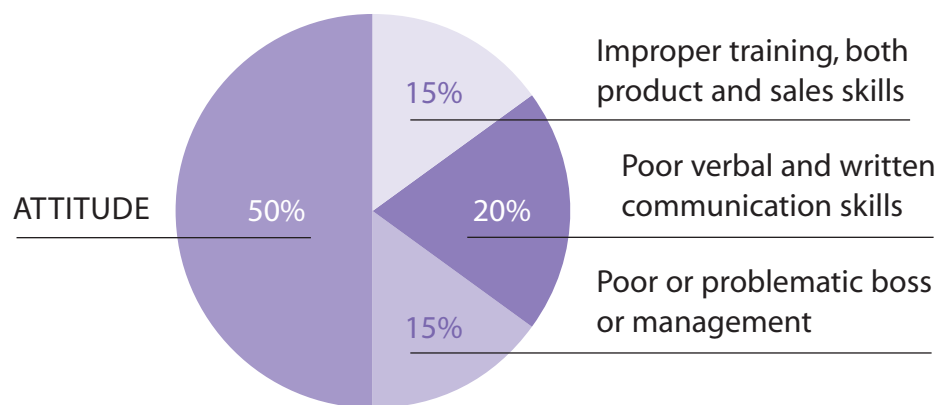


# Learning to be a

## Successful Sales Consultant

### Why Some Salespeople Fail

Selling is about understanding other people and their needs. Prospects and customers have different motives to buy, and it's the sales consultant's job to uncover them. So why do some salespeople fail? According to Roy Hartmann, who has had 40 years of sales experience and is the author of *Why Salespeople Fail*, salespeople fail for the following reasons listed below:



#### Live by the eight principles of showroom sales

A really superb professional showroom sales consultant believes in the following eight principles:

1. **My purpose is to help my clients identify their biggest problem and to provide the answers they need.**
2. **I generate value for my clients.**
3. **I am a capable and confident sales consultant.**
4. **My organization promises exceptional products and services and delivers even more than it promises. My job is to help my clients experience this value.**
5. **What I sell has a greater value than the price I am asking for it.**
6. **I care a great deal about my clients and my goal is to demonstrate that concern by carefully prescribing solutions to their biggest problems.**
7. **Selling is an honorable profession that I am glad to represent.**
8. **If my products/services aren't a good solution for my clients, I am fully prepared to send them on their way.**

