

**5 BEGINNING PROBLEMS SALES
PROFESSIONALS COME ACROSS
BEFORE BECOMING
DOMINANT**



**THE DO'S AND DON'TS TO
STARTING YOUR SALES CAREER
RIGHT**

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1

“I CAN DO IT ON MY OWN.”

BECOME A DOMINANT SALES REPRESENTATIVE WITHOUT EDUCATION OR TRAINING

THE DON'T

Chances are that you're looking at ways to improve your sales skills, you're seeing yourself not closing many deals, other sales reps are making more money, and you know there's got to be a way to get there. Seeing other individuals make more money is real, but chances are they made some kind of an adjustment going through trial and error for quite some time to get where they are. Think about it, the average lifespan of someone working in sales is 3 months. How many mistakes and bad months can you afford before it's too late?

THE DO

Trial and Error is KEY. Your career is important and it should be taken seriously. Being in Sales can provide you the financial freedom you desire. You create your own income but you just don't become great at sales without the proper training or education. It's important to find a mentor who knows the industry and can provide real results. Learn their ways and put it into your own style for what works best for you. Putting yourself in many sales situations early on and reviewing them with a mentor can help build you into the dominant sales professional you're looking to become.

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2

“DON'T LET YOUR EMOTIONS GET
THE BEST OF YOU.”

BE EMOTIONALLY INTELLIGENT IN EVERY
ASPECT

THE DON'T

When there's a big deal on the line, it can be hard to maintain emotional stability, especially when things don't go your way. Unfortunately, we're prone to focus on the negative majority of the time, but when it comes to sales, you need to be tough. When you get frustrated, cocky, desperate, or arrogant in sales, you're going to lose that deal more often than not.

THE DO

Sales are emotional. Very little of the time is a decision made by the potential buyer primarily based on logic. It's important to be prepared on how to respond to your potential buyers during every situation possible. Start writing down every single issue you come across with each prospect. Have someone act as the potential customer with those exact problems and practice habitually from start to finish until your brain is trained. When you feel comfortable and know how to respond effectively, you'll never fold in times under pressure.

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3

“SUCCESS IS A FORMULA, NOT A FANTASY.”

IF YOU FIND YOURSELF JUST GOING THROUGH THE MOTIONS, YOU’RE ON A PATH OF DISASTER.

THE DON'T

Yeah, you might get lucky, get 1 or 2 sales solely based on the fact their mind was already made up and didn’t need your skills but that luck will happen on rare occasion. Think about it; no professional athlete just becomes great, no body builder just develops a perfect body, luck doesn’t generate a consistent stream of income, a formula does.

THE DO

Understand that in sales, hard work pays off immensely. Developing and implementing multiple strategies based on the personalities and situations you come across will have you prepared at any moment. There’s always a reason why a potential customer or client wants to buy. Being able to adapt and adjust will help you control almost any sales path you create to reach your goal of a transaction. Practice, role playing, understanding your customer or client, are just some of the beginning stages to becoming a dominant sales professional.

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4

**“AT FIRST IF YOU DON'T
SUCCEED, PICK YOURSELF UP
AND TRY IT AGAIN.”**

**THE ONLY BATTLE BETWEEN YOU AND NOT
HAVING ENORMOUS
SUCCESS IN SALES,
IS YOURSELF.**

THE DON'T

I spoke of the trial and error briefly earlier and this is where we it becomes even more important. You face a plethora of obstacles in sales but there's no bigger obstacle than yourself. When you have a potential customer or client who hangs up the phone on you during a sales call or backs out of an agreement after verbally committing and it makes you feel beat up, creates doubt in your mind, then you're doing it all wrong. Having that negative mindset will prevent you from being dominant and achieving greatness.

There's two types of people in this world, those that make it happen or those that say “what happened?”, which one is you?

THE DO

You WANT negative situations and outcomes to happen early and at a high volume at that. Experience along with the proper training, mentorship, guidance, and tutelage will help you develop into the successful sales professional you desire. Accepting the No's, rejections, and no sales early on will translate into building blocks to help you learn who to become and where you're going. Doing this means you're on the track to becoming dominant, make more money, and have financial freedom.

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“WHEN YOU’RE GREEN YOU
GROW, WHEN YOU’RE RIPE YOU
ROT”

YOUR SALES SUCCESS IS CONTINGENT UPON CONSISTENTLY
DEVELOPING AND BECOMING GREATER EACH DAY, THE
DESIRE TO LEARN MORE AND NEVER STOP GROWING WILL
DETERMINE YOUR LONG TERM SUCCESS.

THE DON'T

Any successful sales professional who says they’re the best, knows everything, and DOESN’T need to become greater is one of two things: 1. Definition of insanity & 2. Completely Wrong. Sales are a roller coaster, there’s multiple variables that effect what was once the successful way to approach it, to having adjust your approach and attack in a different way. Whether it’s competitors, market change, different clients, or even better sales professionals, there’s always room for improvement. It’s nearly impossible to know it all. When you stop looking to grow in your career, you’ve hit a point where you’re not interested in making more money.

THE DO

With every successful sale or failure comes a lesson that was learned. A dominant sales professional will break down a success or failure regardless because there’s always something to learn from that situation. Monitoring yourself continuously like a professional athlete, watching tape over and over, finding the smallest detail that can be the missing link they’ve been missing is essential to creating more sales. Having an eye to learn better, will make you more aware of situations that can help you produce more and become more efficient. Being complacent will eventually kill your sales career and more importantly, your income.

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