

## “The Single Biggest Sales Mistake”

*Identify the 4 Stages of Buying to Increase Sales*

September 19, 2011 – Reno, NV – More companies are increasing the quotas for sales people while win rates on new business are at an all-time low.<sup>1</sup> Meanwhile, sales people are faced with an ever-changing landscape including increased product offerings from competitors, the introduction of new technologies and the merging of enterprises.

Author and Sales Trainer, Kevin Davis, identifies The Single Biggest Sales Mistake, the mistake that causes more lost sales and lower win rates, as occurring when sales people pitch their solution (product/brand) too fast. “Because of their expertise in an area, a sales person often identifies a customer need quickly, perhaps when the customer is still trying to figure out if they have a problem that needs fixing,” shares Davis. “By moving to the pitch too quickly, the sales person misses the opportunity to assist the client in defining their need, in developing their criteria for a solution and in forming their vision of the solution.”

Davis advocates getting in sync with a customer’s buying process; to counter The Single Biggest Sales Mistake, Davis trains sales people to identify the 4 Stages of Buying and the associated 8 Steps of Customer Buying:



Davis is author of “Slow Down, Sell Faster™ - Understand Your Customer’s Buying Process and Maximize Your Sales (AMACOM, New York: 2011). In his 30+ year career as a senior sales executive and sales trainer, he has changed the mindset of more than 45,000 B2B salespeople and sales managers to increase their effectiveness and productivity. Davis’ industry expertise includes work with technology, industrial, transportation, logistics and telecommunications firms.

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<sup>1</sup> Jim Dickie and Barry Trailer. “The Sales Challenge: What do you really need to know to sell effectively,” *CSO Insights*, 2011: p. 1.