

# What to improve in sales?

The most common "diseases" in the sales

These are the most common areas with which managers turn to us for help with improving, training and advancing them at their traders.

## The most common "laments" of managers about traders::

1.	They avoid acquisitions.	
2.	They bring small orders.	
3.	They have small margins.	
4.	They are afraid of prices and price objections.	
5.	They do not understand financial argumentation.	
6.	They cannot actively pull the trade process forward.	
7.	They lose customers - the competition takes them on.	
8.	They cannot increase a recurring order.	
9.	The traders cannot arrange an acquisition meeting on the phone.	
10.	They sell their manager the reasons why they are failing, and they sell their failures as successes.	
11.	They cannot come with an issue, they try to cover it up.	
12.	They do not have a sales method, they just present a product and want to sell it - the purchasing department is tired of it.	
13.	They do not make preparations for a meeting – they go there expecting that it will work out somehow.	
14.	They cannot sell new products.	
15.	They give discounts, even when it is not necessary.	
16.	They do not listen to the customer's needs and keep "rattling on".	
17.	They do not know how to get to key people of the client, they keep visiting the same person.	
18.	They cannot present themselves and their company.	
19.	They cannot work with their psyche and the psyche of their customers.	

These are the most common areas with which CEOs turn to us for help with improving, training and advancing them at their managers.

The most common "laments" of CEOs about their sales managers:		
1.	They are afraid to fire unsuccessful traders because they will not find new ones.	
2.	They do not have enough joint visits in the field.	
3.	They lead inefficient meetings.	
4.	They cannot accept someone else's opinions.	
5.	They cannot manage the pipeline.	
6.	They cannot provide feedback.	
7.	They cannot manage the probation period.	
8.	They cannot set objectives for people well, they only plan numbers and turnovers, not how to get there.	
9.	They cannot assign tasks and manage tasks of their staff.	
10.	They cannot organize their work, they are permanently stressed.	
11.	Managers do not manage acquisitions.	
12.	They cannot communicate a change /e.g. organizational structure - why it happened, what is expected and so on/.	
13.	They cannot manage the development of subordinates.	
14.	They do not think strategically, they plan one month ahead.	
15.	They are not interested in training, they have seen it all.	
16.	They do not cooperate with other departments, everyone works on their own.	
19.	They cannot work with their psyche and the psyche of their subordinates.	