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trust impacts everything!



# 7 Selling Myths You Need To Challenge.

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**Note:**

The information provided in this special report is of a general nature and is in no way a guarantee of specific results. Application of the information should be considered in alignment with your personal contexts and individual industry, client situation, marketing, and sales environment.

## 7 Selling Myths You Need To Challenge.



### Watch Who You Let Near Your Mind

Behavioural Scientist and co-author of *Earning What You're Worth*, George W. Dudley had this wonderful warning where he would challenge audiences to "Watch who you let near your mind."

I pass this advice on to you – especially when it comes to what are valid, ethical, and professional strategies to engage and retain our potential and existing clients.

In this Sales Mastery Special Report, I want to focus on dispelling some myths about connecting emotionally and intellectually with our clients.

When it comes to communicating with people, I am convinced that there are some traditional truths that have been readily accepted for a long time.

What I'm suggesting here is that now, in the 21st century you need to seriously challenge these selling myths and where necessary and appropriate, change your approach to selling and communicating with your customers.

## The 7 Selling Myths That You Need To Challenge

Here are seven selling myths that you need to challenge – or you might be losing sales:

1. In sales, you need to be experts in interpreting your potential and existing clients body language
2. In sales, you need scripts that you can repeat without really thinking about them when potential or existing clients say certain things
3. In sales you need a wide range of closing techniques and strategies to ensure that you can secure the sale
4. In sales you need to focus on the decision makers to get the sale
5. In sales, price doesn't matter – it all has to do with value
6. In sales you need to be experts in 'small talk' to build rapport at the start of any sales call or meeting with a client
7. In sales the best time to ask for a referral is when the customer has just bought

### Selling Myth #1

In sales, you need to be experts in interpreting your potential and existing clients' body language.

Professional salespeople need to challenge this traditional truth!

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Now, I firmly believe that we do need to be aware of the impact that we are having on our potential and existing clients' thoughts and feelings when we are communicating with them.

Body language gurus tell us that when a client physically reacts in certain ways to what we're saying, we need to interpret that body language to mean certain things.

However, our research demonstrates that if we believe and act on this type of advice from the body language gurus, we are potentially at risk of losing sales.



### Body Language Myths.

Here are just two examples of what we are 'traditionally' told, as to the way we need to interpret the body language of our potential and existing clients.

If the client folds their arms when you are discussing something with them, or when they are talking to you, you are supposed to (based on traditional truths about selling and body language) interpret that as the client being deceitful or closed to what is happening.

Our research has shown that on many, if not most occasions, this is just not the case.

Some people just like to sit that way – they find it comfortable. Some people might be cold. Some people have it as a habitual response to what happened to them when they were at school, when they were told by their teachers to sit up straight and fold their arms and to listen to what is being said.

Another traditional interpretation from body language gurus is if the client sits back in their chair while you are talking, you are supposed to (based on traditional truths about selling and body language) interpret that as the client having a negative reaction to what is being said.

However, it may have nothing to do with deceit or being closed.

Our research has shown that in many situations, once again, this can be a simple case of the client stretching to become more comfortable, or the reverse of the selling myth - that is, instead of them being negative to what you're saying, they're giving themselves more space to really take it all in – positively.

### Mirroring Your Customer's Actions

And to top that, again based on traditional selling and body language truths, there's the concept that what you need to do is to mirror the client's body language.

So, if they lean forward, you should lean forward, and if they lean back, you should lean back etc.

Our research suggests instead of assisting the emotional and intellectual connection that you are trying to establish with your existing and potential clients, this type of technique based approach to body language will actually cause many customers to disengage.

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In the client's mind they're hearing themselves say, 'why is this person copying every movement I make'?

So, this selling myth that you need to be an expert in reading prospect and client body language needs to be challenged.

Of course, you do need to be aware of what messages your own body language might be sending to clients, but if you're busy (and distracted) trying to interpret other people's body language, you're possibly not focusing enough on their needs, and potentially will lose the sale.

### Selling Myth #2

In sales, you need scripts that you can repeat without really thinking about them when potential or existing clients say certain things.

Professional salespeople need to challenge this traditional truth!

Preparation and planning are important in many facets of our lives and especially in selling.

However, I would caution any sales professional against learning and regurgitating scripts unless they are based on solid principles and are value focused.

Rather than using scripts or having a 'scripted answer', a more flexible and successful approach is to have a deep and genuine understanding and belief in the value your products and services create for your customers.

This can allow you to respond to every client's specific situation (because they will be very different on occasions), and not be locked into just one standard answer.

By really listening to what each client's specific situation and based on the solid principle of genuinely wanting to help them achieve the most value that you can, you will be able to not rely on just one standard answer and be able to easily improvise and tailor your responses.

The client will be able to tell that you're not just using a standard answer and that you are really considering their point of view and particular situation.

Of course, we need to be confident and comfortable to communicate with our clients effectively and positively.

However, having a standard memorized script locks us into inflexibility.

Each client's specific situation can be quite different, therefore, having the flexibility to respond in several ways, as appropriate, will lead to greater emotional and intellectual connections with our clients and result in more sales.

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### Selling Myth #3

In sales we need a wide range of closing techniques and strategies to ensure that we can secure the sale.

Some of the closing techniques that have been traditionally offered include the puppy dog close; the hat in the hand close; the I'll be your friend close; and the sneak up on them and get them to say yes before they realize it close.

Professional salespeople need to challenge this traditional truth!

You don't need 101 ways to close a sale.

The reality is that in a value-focused and professional advice approach to selling, regardless of your industry, there are only two principled ways to close a sale.

The first is to ask for the clients buying decision at the appropriate time.

The appropriate time is of course when you believe that you've done your job properly in discovering the needs and value that the client seeks and have demonstrated effectively how your products and services can deliver on that value. And most importantly, that you're confident that the client will say yes.

The second, and in my opinion and experience the approach that most clients want professional salespeople to practice, is this: Confidently make a recommendation to the client that they buy, because it will deliver the value they seek.

Then, follow this up by confirming the steps to start the value delivery.



Closing sales isn't about techniques or manipulating communication strategies.

It's about an attitude of professionally and ethically wanting to provide the client with the value you have discovered they want to receive.

Again, you don't need 101 ways to close sales and you certainly don't need to attend the next 3 day boot camp on how to close sales.

To be successful in sales, you need to understand what value each client seeks, and communicate to the client how your products and services will deliver that value at a fair and reasonable price.

Selling isn't about closing sales - despite this selling myth.

Selling is a process of building intentional trust relationships, with the aim to create reciprocal value on a continual basis.

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Closing a sale is just a point along the client's buying journey and in your sales process.

However, creating advocates, repeat and referral business, requires you to focus beyond just closing the sale ... it requires a sales process that is aligned with the way buyers want to buy, and importantly, is a process that confirms in some way, after the buyer has bought, that your products, service, or advice has delivered the value the client expected.

### Selling Myth #4

In sales we need to determine early and then focus our attention on the decision maker to get the sale.

Now, while this does have some 'truth' to it, professional salespeople still need to challenge this traditional selling truth!

Sure, the person who is going to make the decision is obviously someone we need to engage with. However, sometimes salespeople can misinterpret this traditional selling truth to say **only** focus on the decision maker.

Now, I don't know about you, however, as a married couple, depending on what we are going to be buying, my wife Liz and I typically consult each other on important purchases.



### Decision Makers and Influencers

When we are in a buying situation and are together at the point of sale, again depending on the purchase, one of us is probably going to be the final decision maker (and that can vary). However, while one of us might be the decision maker, the other is a key influencer.

I remember when we were going to buy a house many years ago. The real estate agent foolishly focused all his attention on me and ignored Liz.

At the end of the appointment when Liz and I were walking back to our car, I asked her what she thought about the house (I'd actually missed the point that the salesperson hadn't really acknowledged Liz at all).

Liz replied with "For as long as his two feet are on the ground, we won't be buying that house from him."

Now interestingly enough, and as life sometimes moves in mysterious ways, the house (which we both really liked), was soon put under contract for sale with another real estate agent.

We ended up buying the house from that sales agent (who was wonderful), and it became our home for fourteen years where we raised our two children through their pre-teen years.

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Of course, getting to the decision maker is important. It helps us save time. It helps us understand what their needs are. However, we also need to understand that for every decision maker, there is usually at least one other influencer (and sometimes many).

Focus only on the decision maker at your peril.

### Selling Myth #5

In sales price doesn't matter – it all has to do with value.

Once again, and if you've ever attended one of my presentations or masterclasses, you will know that I am a firm believer that people do buy value.

However, professional salespeople still need to challenge this fifth traditional selling truth – at least to the extent of understanding what is truly meant by the importance of value over price.

Let me start by stating what may be the obvious, however, it's almost as if in traditional selling that it's taboo.

So, here goes:



Price IS important.

Wow, that feels good to say!

I can't tell you how many times I've heard other sales trainers, coaches and managers say that price is **not** important.

Rubbish. It is!

And to say that it isn't is nonsense.

For some people, their ONLY consideration is price.

For others, it is a very important consideration and if the price differential between two products or services is significant enough, and if the client can't differentiate the value of the products or services on anything other than price, why wouldn't they go for the cheapest. I know I would. Wouldn't you?

However, there is at least an element of substance in this traditional selling truth.

It all has to do with the five dominant deciding values that buyers have as a hierarchy of choice when making any purchase.

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The five dominant deciding values of buyers is too involved to discuss in depth in this Special Report, however, the general principle is this.

Price is a dominant deciding value of buyers. However, there are four other dominant deciding values and they are:

Ego – think about luxury brand purchases, or buyers who want their ego 'stroked'.

Evidence – think about proof, validation about the quality, warranty of the product or service.

Ease – think of a buying experience that is smooth, easy and not too involved.

Enjoyment- think of a buying experience that is full of fun where buyer and seller enjoy each other's company.

The pint is this: If you can significantly demonstrate more and meaningful value for the client, in such a way to tap into their other dominant deciding values, you will win more sales than lose them.

### Selling Myth #6

In sales we need to be experts in 'small talk' to build rapport at the start of any sales call or meeting with a client.

Professional salespeople need to challenge this traditional truth!

Not everyone is a natural 'ice breaker' when it comes to conversations.

Another reality is, not every potential or existing client will want to waste time with small talk banter, like discussions about the weather, or the traffic, or who won the world cup in soccer.

If you're natural at starting conversations with people, and you feel comfortable doing so, well done, and keep doing what comes naturally.

My only caveat or warning is, be aware that some potential clients may not want to be too chatty at the start of a buying situation.

If you're not a natural conversation starter, then trying to 'fake it' will just sound clumsy, inauthentic and insincere to the potential or existing client.

A positive way to start any type of conversation with a potential client is to let them know how you typically like to work with your clients.

In some instances, having a verbal or even written agenda can be a wonderfully effective way of starting a conversation to build rapport in business.

The key is to quickly follow-up a brief outline of how you typically work with clients with a question about what they are hoping to achieve, learn, experience or gain from meeting with you.



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In this way, you both get down to discovering what the potential is for an exchange of value – which is a great definition of what selling really is, an exchange of value.



Authenticity matters.

So don't think that you've got to fake your sincerity at the start of a sales call by trying to be an expert at small talk – many clients will value you and your process more when you explain how you like to work with your clients and just get on with it, and you can get to know each other along the way through the exchange of information through the questions you ask to help the client clarify what value they seek.

### Selling Myth #7

In sales the best time to ask for a referral is when the customer has just bought.

Professional salespeople need to challenge this traditional truth!

This traditional selling truth is based on the principle of 'strike while the iron is hot'.

However, our research has shown that this approach can potentially cause a stress fracture in the new client relationship unless you have set the expectation early in your conversation that you will be asking for a referral should you proceed to do business together.

If you haven't set that expectation early, and even if you have at times, some clients may feel that you're pushing too hard for the next sale before you've even delivered value to this client.

The overarching principle that our research and experience has demonstrated attracts more referrals than any other approach is to first and foremost focus all your attention on delivering value early to your clients.

Once you are confident that you have delivered value and that the client is happy with the service that you have provided, there are several ways that you can then confidently and comfortably ask the client for a referral.

Again, the process and strategies for asking for referrals at the appropriate time is a separate topic, however, the key is to ensure that early in your initial conversation that you set and manage the expectation of your client that you're proud to say that your business is built on the warm referrals that you gain from your satisfied clients.

This demonstrates again the way that you like to do business.

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It demonstrates to the client that you already have loyal clients who provide you with referrals.

It demonstrates to the client that you're not going to pressure them right now for a referral in this initial conversation.

It demonstrates to the client that your primary focus is always on delivering value to them first, to earn any referrals that they feel comfortable providing in the future.



So let me summarize.

Ethics in sales is about sincerity and focusing on discovering and delivering value to clients.

In sales, we **earn** new, repeat and referral business.

Let me finish by reminding you that at one stage almost the entire world believed that the earth was flat. Unless you're a member of the flat earth society, we now know that it isn't.

Sometimes these and other selling myths I've covered in this Special Report need to be challenged, and in so doing, help you achieve even more sales.

I welcome any comments or feedback that you might have on this or any Sales Mastery Special Reports you might access.

Drop me an email – [david@davidpenglase.com](mailto:david@davidpenglase.com)

If you've got a Conference, Professional Learning & Development day scheduled, give me a call on +61 0418 400 369 to explore topics I could present to help you achieve your goals.

Until next time.....my very best to you.

A handwritten signature in black ink that reads "David." with a stylized underline.

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