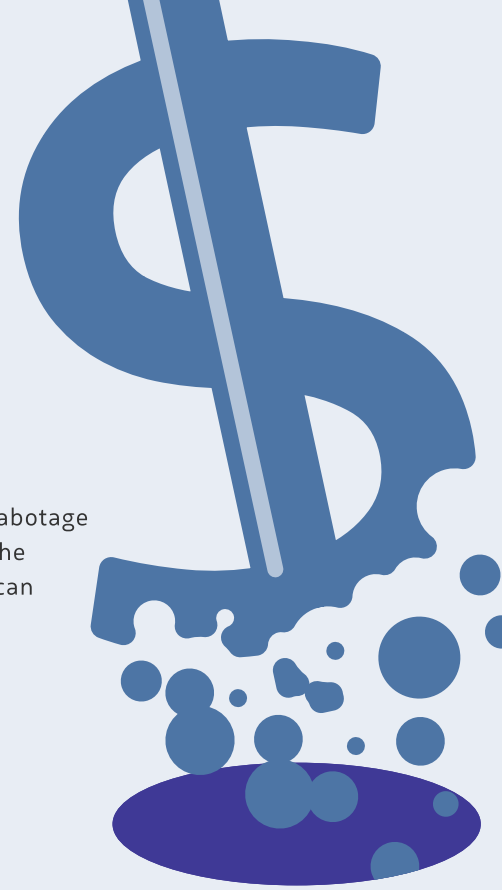


TOP 10 WAYS YOU'RE ACCIDENTALLY RUINING YOUR SALES CALLS



How many quality conversations do you have every day?

According to research by the Bridge Group, reps have an average of just 4.4 quality conversations per day — a 45% decrease since 2014.

Sadly, there are a lot of ways to self-sabotage during sales calls and meetings, and the mistakes are often so small that they can be easy to miss.

The good news? They're small, so they're easy to fix!

Here's the top 10 pitfalls to avoid during your sales conversations, and ways you can start fixing them today:

1 Not paying attention to your own body language.



Whether on video or in person, your facial expressions and body language convey 55% of your meaning. Make sure that you're making eye contact, that you're not angled away from the person you're talking to, and that you're not crossing your arms or closing yourself off.

3 Not asking the right questions.

If you're not moving deals forward or even booking the right meetings, you may not be asking the right questions. Before every meeting, take a moment to review the discovery process your team has in place and exactly what you are looking to understand about the customer.

5 Not asking clarifying questions.

Even if you think you already understand what a prospect or customer is saying, you'll always get a better sense of their point of view if you ask clarifying questions. "Can you tell me the specifics?" or "Can you say more about that?" are good places to start.

2 Talking for too long, especially about your product or service.

88% of sellers say that developing a relationship is the most important part of the job. But relationships aren't built on products or services — they're built on understanding your prospect's point of view. Especially earlier in the sales process, try to listen more than you talk.

4 Not listening actively.

78% of successful reps say that listening has a substantial impact on conversion rates. Asking clarifying questions, summarizing what your customer is saying, and observing their emotions are all great ways to practice active listening.

6 Using the wrong tone of voice.

When we're getting meaning across, a full 38% of our message is conveyed through tone. Try listening to recordings of your meetings to better understand how your tone of voice comes across to other people.

7 Treating objections like a bad thing.

Try not to think of objections or criticism as a bad thing — the fact that your prospect is engaged enough to point out issues means that they care, which is much better than apathy. Objections are interesting challenges to overcome, not speedbumps to derail the conversation.

9 Using filler words like “um” & “uh.”

The average speaker uses a filler word every 12 seconds. But using filler words this much can make you sound less confident and disrupt the flow of conversation, so try talking slower or pausing to think instead.

8 Speaking too quickly.


The faster you talk, the harder your prospect has to work to understand you. The ideal speed is 100-120 words per minute so that your words are clear and easy to understand.


10 Not practicing pattern interruptions.


A pattern interrupt is anything that forces someone to change their natural habits with the goal of getting them into another state of mind. In sales, it can change a negative reaction into a positive one by disarming people and making them more receptive to your message. There are many ways to do this, but here are nine great examples to get you started.

WANT AN EASY WAY TO HELP YOUR WHOLE TEAM IMPROVE THEIR CALLS AND MEETINGS?

Revenue.io helps reps to actively practice better conversation habits by giving them real-time reminders and nudges based on how they're speaking, using all of the best practices listed above.

 Informative
Caution... Slow Down.
 Whoa, you're going a mile a minute. Pace yourself. Speak slower and clearer so that your audience is able to follow.

 Notification
Watch Your Tone.
 Be mindful of your tone. Persuasion lies in not just what you say, but also how you say it.

 Alert
Warning: Long-Windedness.
 You've been rambling for a while. Pause for a couple seconds. Take a breath and give the prospect a chance to speak.

For more information on Moments™, check out [AI-Powered Conversation Guidance: How Moments™ Can Transform Your SDR Team In 30 Days](#)

 **Read Now**



“Revenue.io provides a wealth of B2B-relevant options available to set up triggers that help sellers better engage with customers.”

The Forrester Wave™ : Conversation Intelligence: Sales And Marketing
 Forrester Research, Inc.