

15 COMMON CEMETERY SALES MISTAKES

We've compiled a graphic of the 15 most common mistakes that cemetery sales teams make, so your team doesn't have to make them!

- 1** Being 'too nice' to close the deal, because being confident does not always equal pushy.
- 2** Judging the book by its cover. Are the well-dressed always wealthy?
- 3** Ignorance - Fail to prepare and prepare to fail!
- 4** Not building trust. NEVER make a promise you can't deliver on.
- 5** Poor presentation...having a set company presentation is key for consistency of message.
- 6** Talking too much. Did you know that the ideal talk to listen ratio is 43:57?
- 7** Over complicating. From jargon to number of choices, cut down on it all to keep things simple.
- 8** Always quoting the lowest - instead try giving a selection of low, medium or high.
- 9** Inadequate or no CRM system.
- 10** Being close-minded when hiring - thinking outside the box could bring benefits you never imagined.
- 11** Not managing sales closely enough, which is often a fundamental mistake.
- 12** Being unprofessional. From bad attitude to unprepared pitches, attitude can win or lose a sale.
- 13** Time mismanagement leads to lack of productivity. Enough said.
- 14** Excuses. We all have them. We should all just ditch them.
- 15** Mismanaging relationships with other staff members - It's time to get everyone on board!

Interested to know more? Download e-book **The 15 Most Common Cemetery Sales Mistakes and How to Avoid Them**
At: info.plotbox.io/download-cemetery-sales-mistakes

