

24 Biggest Sales Myths—Debunked

How Your Sales Organization
Can Evolve





It's Time to Debunk Old-School Myths

The sales profession is demanding—and sales organizations need to evolve to thrive.

But old-school myths about sales remain. Some sales leaders, sellers, trainers, and even sales enablement professionals embrace the way things used to be done.

The result is that a lot of misguided notions are still woven into the fabric of some of the world's most sophisticated sales organizations, despite their best efforts to update and professionalize their sales forces. The growth of sales as a profession has stalled because these practices aren't just old-fashioned, they're counterproductive.

Knowingly following these practices is a sure road to low performance and lagging results. Smart companies and sales leaders know these myths must be debunked sooner rather than later.

Why Sales Organizations Need to Evolve

Misguided tactics have not kept pace with the modern sales process and continue to clutter the landscape of sales. In fact, they're out of step with changes in the marketplace and have become the business equivalent of urban myths.

Today, the sales process has extended far beyond the face-to-face phase of the deal and into building relationships before and after close. Sales professionals now need to call on the right level of buyer, build consensus with multiple stakeholders, and penetrate accounts more deeply than ever before.

They need to interact with customers more strategically and position themselves as trusted advisors who provide long-term solutions. It's time for sales organizations to adapt to the modern sales landscape—leave the myths behind—and replace old strategies with new approaches.





It's time for sales organizations to adapt to the modern sales landscape and leave the myths behind.

6 New Truths of Modern Sales

- 1 Trust is more essential than ever, and harder to build.
- 2 The market has become more crowded and competitive.
- 3 Purchasing has become more consensus oriented.
- 4 Selling value rather than price is critical.
- 5 Buyers are looking for trusted advisors, not vendors.
- 6 Buying decisions are more strategic and made at higher levels.



24 Common Myths About Sales

Myths About Sales Skills and Aptitude

1. **MYTH: Sales is primarily about talking and persuading.**

FACT: Selling involves far more listening than talking. The best sales professionals focus on understanding customer needs and solving problems by asking a lot of discovery questions.

2. **MYTH: Great sales professionals are born, not made.**

FACT: Sales is fundamentally a skill that can be learned, practiced, and improved over time with the right training and mindset.

3. **MYTH: You need to be extroverted to succeed in sales.**

FACT: The ability to connect authentically with customers matters more than being the “life of the party.”

4. **MYTH: Industry experience is a guarantee of sales success.**

FACT: Previous experience doesn't mean strong relationships, adequate training, or company loyalty.

5. **MYTH: Sales leaders need to motivate their sellers.**

FACT: Motivation comes from within. Leaders need to help sellers discover what really motivates them.

6. **MYTH: Hungry sales professionals sell better.**

FACT: Sales professionals need to focus on customers' and prospects' concerns, not on their own need to eat.

7. **MYTH: Motivation is the most important element of sales success.**

FACT: Motivation is only part of sales success. Product knowledge, selling skills, communication, emotional intelligence, and focus are just as important.

8. **MYTH: Only hunters need apply.**

FACT: There are a variety of selling roles, and one selling style isn't better than another.

9. **MYTH: A winning personality guarantees sales success.**

FACT: A nimble and adaptive personality enables sales success.

10. **MYTH: Most sales professionals fail because they can't handle rejection.**

FACT: Fear of rejection alone doesn't cause failure. Lack of either self-motivation, enjoyment of sales, product knowledge, or training does.



Myths About Sales Process and Strategy

- 11. MYTH: Good sales professionals make great sales managers.**

FACT: Sales and sales management require two different mindsets, training, and skills.

- 12. MYTH: Good sellers don't need to prospect.**

FACT: The secret to success is constant, consistent prospecting and knowing the characteristics of a qualified opportunity.

- 13. MYTH: Persistence is the secret of sales success.**

FACT: Communication, insight, prospect qualification, and an effective sales process are the secrets of sales success.

- 14. MYTH: Sales is a volume game.**

FACT: Sales success is rooted in value. Winners have long-term, profitable relationships and high margins.

- 15. MYTH: The hard sell is the most effective approach.**

FACT: Research and experience show that consultative, value-based approaches typically generate better long-term outcomes and customer satisfaction.

- 16. MYTH: Price is the most important factor in buying decisions.**

FACT: Customers often prioritize value, trust, quality, convenience, and the overall experience over getting the lowest possible price.

- 17. MYTH: More calls equal more sales.**

FACT: The quantity-over-quality approach is often misguided. Strategic, well-prepared conversations with qualified prospects typically outperform high volumes of cold calls to unqualified leads.

- 18. MYTH: Closing is the key to selling.**

FACT: Pre-call planning, building trust, and qualifying buyers are the keys to selling.

- 19. MYTH: Selling systems don't work.**

FACT: When a salesperson follows a proven, structured sales process, they have a 93% chance of making the sale. Without a process, it drops to less than 42%.

- 20. MYTH: Unique products sell themselves.**

FACT: Most products are commodities that lack significant advantage in price, quality, or design and must be sold using a consultative sales approach



21. MYTH: It's easier to sell a tangible product than an intangible one.

FACT: Intangible products can be designed, restructured, or described in ways tangible products can never be.

22. MYTH: New products will improve results.

FACT: Better professional selling will improve results and doesn't require learning how to sell a new product or service.

23. MYTH: Prospects like to be warmed up with small talk.

FACT: 72% of all buyers find unsolicited small talk negative.

24. MYTH: Create a need and prospects will buy your product or service.

FACT: You need to uncover needs and wants prospects may or may not know they have.



Lean Into the Facts and Ignore the Myths

Great sales leaders, effective salespeople, and sales managers will face the facts and leave these myths in the past.

- Significant changes in the sales profession have rendered previous practices not only ineffective but counterproductive.
- Believing the myths and following these practices is a sure road to low performance and lagging results.
- It's important for sales organizations to adapt to the modern sales landscape and replace old strategies with new approaches.

Unlock Sales Potential with The Brooks Group

[The Brooks Group](#) understands your sales organization is unique and that your sales training strategy should be, as well. We partner with you to understand where you are today—and where you want to be in the future—to develop a path to sustained high sales excellence.

Our [IMPACT Selling® program](#) teaches a six-step consultative sales process that improves prospecting, discovery, questioning, objection handling, negotiation, and closing. This program delivers a straightforward, repeatable methodology to improve performance and increase revenue.

Discover how IMPACT Selling can empower your sales professionals with the confidence and skills to leave these myths behind and generate breakthrough results.

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THE BROOKS GROUP

About The Brooks Group

Unlocking sales team potential for over 45 years, The Brooks Group is a leading sales training and development company empowering sales teams to generate breakthrough results. Notable clients include Airbus, Avita Medical, Bobcat, Hitachi Energy, Mack Trucks and Volvo Trucks, SANY Americas, Texas Instruments, and United States Air Force.

To learn more about our ROI-driven sales training and development programs, best-in-class assessments, and industry-leading reinforcement tools, visit www.brooksgroup.com.



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