

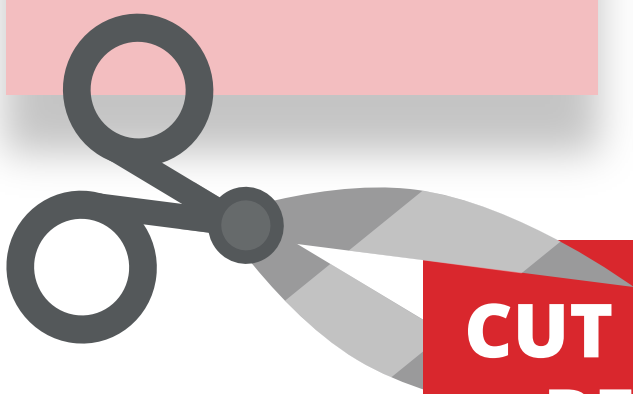
4 CPE SALES **MISTAKES** YOU MIGHT BE MAKING

AND HOW TO FIX THEM



Everyone makes a mistake here or there. However, mistakes can turn into bad habits if they are not addressed. Don't allow easily fixable mistakes to cost you in sales. Check out 4 CPE sales mistakes you might be making and how you can fix them.

	MISTAKE	FIX	BENEFIT
1	Assuming your customers know that monthly payments are an option.	Educate your customers on alternative forms of payment.	You'll help your customers make a smart financial decision and establish a relationship based on trust.
2	Asking lackluster questions.	Ask well-formulated questions that uncover a customer's pain points and concerns.	You'll establish credibility early on in the sales process with your customer.
3	Selling only the technology and features of the solution.	Sell the application and the total solution.	Helps your customer see the big picture and how this technology could streamline and improve their business.
4	Giving customers a buffet of payment options.	Through discovery questions, recommend the best payment option that suits your customer's needs.	Prevents the customer from choosing a payment option that may not be suitable for their needs.



**CUT OUT THE MISTAKES.
REAP THE REWARDS.**

11-14

The number of questions top performing sales professionals ask during each call.

4

The number of problems top performing sales professionals resolve on calls.

46:54

The ratio of time top sales professionals spend listening versus talking.