

Sales Myths

DEBUNKED



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THE MYTH:

Cold Calling is Dead

THE TRUTH:

Cold is dead, but not calling. There is plenty of information on any businessperson you might wish to call upon. If you have a decent tech stack all your calls should be at

least lukewarm with information about the person, their company, information they might have consumed, and certainly LinkedIn information. While texting has received more acceptance with younger employees, it's not acceptable, or effective, in most call calling situations. A good call cadence will include voicemails, emails, perhaps a LinkedIn outreach, and several attempts at live calling. At this moment, the business world is not keen on robo emails and voicemails flooding an inbox. Make the actual phone call as well, earn their attention armed with more data than anyone could fathom 20 years ago.

THE MYTH:

Sales is about being a Good Talker

THE TRUTH:

You need to be a great communicator, which isn't the same thing as "talker." I am certain we all know people who would improve the conversation by remaining silent. Buyers want facts, ROI calculations, discovery due diligence, knowledge about market shifts, current trends their competitors might be seeing ... they don't need a smooth-talking sales rep who thinks saying positive things and being upbeat will help the client fix, avoid, or accomplish some challenges they face. You need to deliver a business conversation - not be a talker who really only knows how to dialogue about their products and how wonderful they are. Δ



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THE MYTH:

Sales jobs are selling door to door or telemarketing

THE TRUTH:

This is a myth because yes, though that is a type of sales (Business to Consumer), B2B (Business to

Business) sales and personal selling occurs when a person interacts with a customer or potential customer to present information about a product or service they offer. Sales is not about selling a product alone, it is about building a relationship built on trust. The product will sell itself, the heavy lifting and work comes in developing a mutually beneficial relationship. Δ



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THE MYTH:

Buyers are more informed than ever before

THE TRUTH:

While access to information is seemingly always on the rise, access to information is not the same as informedness. In reality, certain industries and purchasing

tasks are growing increasingly complex (e.g., more options to choose from, more intra- and extra-firm integration requirements, more pressure to make the right decision), which may actually leave buyers even more uncertain than ever before. While buyers have greater access to information in these instances, it is often unclear to them what information is valuable. In addition to rising buyer uncertainty, relevant foundational knowledge (e.g., types of uncertainty, causal relationships between types of uncertainty) often appears to be misunderstood. As a remedy for salespeople to save their efforts from buyer indecision, they need to combat uncertainty by building both buyer know-how (i.e., confidence in how to make the right purchasing decision) and buyer know-what (i.e., confidence that they are making the right purchasing decision). Δ

