1. They do not understand the proposition.

Clients that are confused do *nothing*. The challenge for the salesperson is his/her own familiarity with their product. Salespeople presume that their knowledge and understanding of their product is also in his/her customers.

That just isn't so. If you think that your customer knows everything about your product, you might be mistaken. The secret is, you have to make it simple. A simple proposition to buy.

2. Unable to pay the price.

That's why sometimes it's important to get really clear on '*would they buy your product or service on installment?'*

If you're selling anything that's even slightly overpriced for the market, you can always get sales by making your financing attractive. Financial offers with more options.

3. Bad timing.

If we could control the timing and marketing of our products and services, we would be very rich people. Sometimes an irresistible offer, easy payment plans etc. are simply not going to help the timing of the sales your product. Sometimes people don't want to buy for lots of reasons. So, what's the answer to that?

Firstly, you have to be continuously, constantly, frequently in front of the same well-selected clients, day in, day out, week in, week out. And secondly, you're right there at the right time.

4. Competition.

Competition can have a real effect on the way you present your product or service.

If your client has a well-respected, long-term relationship with a vendor, sometimes that's more difficult to sell against.

This can be short circuited by offering different types of products that the competition doesn't have, alongside the products that our competition does have.

The idea is to move the client away from comparing you to the product they have already got. That, in my view, helps you overcome some of the challenges you have when you're selling against the competition.

Whatever career you decide to take in sales, it's always good to get some help.

That's why you can get FREE in your inbox every morning for 7 days; the 7 Day Sale Challenge.

Hop on over here and subscribe.

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Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global

powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!