

HIRT&FRIENDS EXECUTIVE BRIEFING



Dr. Michael Hirt

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Classical mistakes that even good salespeople make

I noticed the following 2 mistakes that even experienced salespeople and business developers make again and again:

Wrong interpretation of positive signals

Many bureaucratic buyers, but unfortunately also sometimes real decision makers, want to have as many bidders as possible in the process, because this corresponds to their bureaucratic idea of an optimal process.

That is why they will constantly send you positive signals and also be very friendly, sociable and encouraging with you, even though you may not be taken seriously as a contender and have no chance to win at all.

Therefore, learn to assess your chances of success realistically and independently and do not let yourself be blinded by friendliness.

Already the old Romans said "Timeo Danaos et dona ferentes", so "I fear the Greeks, even if they bring gifts".

Wrong self-assessment by customers

In many cases, especially with larger decision teams, individual customer employees are notoriously poor at correctly assessing their own influence on the decision.

Typically, most of the customer's employees overestimate or exaggerate their influence on the decision.

This is true in both small and large companies.

Which successful owner-manager likes to admit that his wife is actually the boss of the finances and that he has to ask permission for every little thing?

Which successful middle manager in a large company, who himself has a few hundred employees, likes to admit that he can't even decide to purchase 10,000 € on his own?

In a nutshell

As a salesperson and business developer, learn to assess your chances of success realistically and independently and do not let yourself be blinded by friendliness and false promises.

All the Best!

Michael Hirt

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Dr. Michael Hirt





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