

THE 7 MISTAKES SALESPEOPLE MAKE ALL THE TIME

7

And How To Fix Them



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Introduction

The 7 Mistakes Salespeople Make All The Time

Most salespeople are working harder than ever but still struggling to hit the income they want.

They make plenty of calls, run solid meetings, and put in the hours — yet month after month, their results stay average.

The frustrating truth is this: It's rarely because they lack effort or talent.

After more than 30 years in sales and training thousands of salespeople, I've discovered that the majority of struggling salespeople are making the same **seven costly mistakes** — over and over again.

These aren't small tactical errors. These are fundamental mistakes that silently destroy closing rates, kill momentum, and cost thousands of dollars in lost commissions every single year.

The good news? Every one of these mistakes is completely fixable.

In this short guide, I'm going to show you exactly what those seven mistakes are, how they show up in real sales situations, and most importantly — how to stop making them for good.

If you're tired of leaving money on the table and ready to dramatically improve your sales results, you're in the right place.

Let's get started.

Mistake #1: Opening with “Can I help you?”



Ellie thought she was doing fine. She was a solid salesperson at a mid-range electronics store, making decent money on home theater systems. One busy Saturday, a well-dressed man walked in clearly ready to spend.

Ellie approached with a smile and delivered the four most dangerous words in sales:

“Can I help you?”

The customer instantly replied, “No thanks, I’m just looking,” and the conversation was over before it began.

The man spent the next twenty minutes wandering the store, clearly interested in a full \$12,000 home theater upgrade. He lingered over premium TVs and compared high-end sound systems. But because he had already told Eli “no,” Eli stayed back and left him alone.

Meanwhile, Maria, another salesperson, noticed the same customer comparing speakers. She didn’t ask if she could help. Instead she said:

“Most people looking at these two systems are trying to decide between sound clarity and bass depth. What matters most to you in your setup?”

The man’s eyes lit up. Within minutes they were talking receivers, cables, and installation. Twenty-five minutes later, Maria closed a \$12,000 sale.

Eli watched the entire thing from across the floor, sick to his stomach. That commission should have been his.

The lesson is simple but expensive: “Can I help you?” is one of the weakest openers in sales. It gives the customer an easy escape route and kills momentum instantly.

Instead, train yourself to open with a question that sparks curiosity and gets the customer talking about their needs. A strong opening line can be the difference between a quick “no thanks” and a five-figure sale.

Mistake #2: Talking too much instead of asking questions



Jake was pumped. He had finally landed a meeting with the owner of a growing local company that needed new software for their 25-person team. This was a solid \$18,000 opportunity.

As soon as they sat down, Jake launched into his pitch. For twenty straight minutes he talked about every feature, integration, success story, and pricing tier his software offered. He barely took a breath. The prospect nodded politely but grew quieter as the pitch went on.

When Jake finally paused, the owner said, “Thanks for all the information. I’ll think about it,” and the meeting ended.

Later that week, Jake found out the owner had signed with a competitor. What hurt most? The competitor later told him the owner said, “Your guy talked the entire time. He never asked what we actually needed.”

Meanwhile, Rachel had met with the same prospect two days earlier. She spent the first ten minutes asking questions: “What’s your biggest frustration with your current system?” “How is this affecting your team every day?” “What would the ideal solution look like for you?”

By the time she talked about her software, the owner was leaning forward, engaged, and already seeing how it solved his problems. Rachel closed the \$18,000 deal in that same meeting.

The lesson is painful but clear: Most salespeople talk way too much. They pitch features before they understand the customer’s real problems.

People don’t care how much you know until they know how much you care. The salespeople who ask great questions first build trust faster, uncover real buying motives, and close significantly more sales.

Mistake #3: Being afraid to ask for the sale



Amanda had nailed the meeting. The prospect loved the proposal, nodded enthusiastically through the presentation, and even said, “This looks perfect for what we need.” It was a \$9,500 deal — one of her biggest of the quarter.

Everything was lined up. Rapport was strong. Objections were handled. But when it came time to close, Amanda froze.

Instead of asking for the sale, she said, “So... what do you think?”

The prospect paused, then replied, “Yeah, it looks good. Let me think about it and I’ll get back to you.”

Amanda never heard from him again.

Two weeks later, she discovered the prospect had bought from a competitor. When she asked a mutual contact why, the answer stung: “He said your rep did a great job but never actually asked him to buy, so he went with the other guy who was more direct.”

Meanwhile, her colleague Carlos had a very similar meeting the same week. At the end of his presentation, he confidently asked:

“Based on everything we’ve covered, are you ready to move forward with this solution?”

The prospect thought for a moment, then said yes. Carlos closed the \$9,500 deal on the spot.

The lesson is simple but costly: Very few customers will volunteer to buy. Even when they like you and your offer, most still need to be asked.

Being afraid to ask for the sale is one of the most expensive mistakes in sales. The moment of truth is not the time to get shy. Learn to ask confidently and naturally — your commissions depend on it.

Mistake #4: Not knowing how to respond when the customer says “I want to think about it”



Kevin had run a perfect sales call. The prospect was engaged, the numbers made sense, and the fit was excellent. It was shaping up to be a \$14,000 deal.

At the end of the presentation, the prospect leaned back and said the line every salesperson dreads:

“I want to think about it.”

Kevin froze for a second, then gave the weakest possible response: “Okay, no problem. Take your time. Just let me know.”

He never heard from the prospect again.

What Kevin didn’t realize was that “I want to think about it” is rarely about thinking. It’s almost always a polite way of saying “I’m not convinced yet.” He had walked away from a buying signal.

Two days later, another salesperson from a different company heard the exact same objection from the same prospect. Instead of backing off, he replied:

“I totally understand. Most people who say that usually have one specific concern still holding them back. Mind if I ask — is it the investment, the timing, or something else?”

The prospect admitted he was worried about implementation time. The salesperson addressed the concern, answered two more questions, and closed the \$14,000 deal that same afternoon.

The lesson is expensive but clear: “I want to think about it” is one of the most common objections in sales, yet most salespeople have no effective response.

Top performers are prepared for this moment. They know it’s not a “no” — it’s an invitation to dig deeper. Having a strong, respectful response ready can turn hesitation into a closed sale.

Mistake #6: Focusing on price instead of value



Rachel was sitting across from a promising prospect who seemed to love her solution. The conversation was going great — until the prospect asked the question she dreaded:

“So... how much does this cost?”

Rachel panicked. Instead of reinforcing the value, she immediately started talking price. She quoted the number, then quickly followed up with, “But we can probably work with you on that,” even though the prospect hadn’t asked for a discount.

The energy in the room completely shifted. The conversation moved from “How will this help my business?” to “How cheap can you make it?” The prospect started negotiating hard, and two days later he chose a cheaper, lower-quality competitor.

Meanwhile, her teammate Lauren had a nearly identical meeting the week before. When her prospect asked about price, Lauren responded differently:

“Before we talk about investment, let me make sure I understand — are you most concerned about the speed of implementation or the long-term productivity gains?”

She spent the next ten minutes reinforcing the value and return on investment. When she finally shared the price, the prospect barely blinked and signed the contract.

The lesson is expensive: Price only becomes the main issue when value hasn’t been established first. The moment you jump to price or start discounting, you train the customer to focus only on cost instead of what your solution is actually worth to them.

Smart salespeople build strong value first. Once real value is clear, price becomes far less important.

Mistake #7: Selling to everyone instead of qualifying prospects



Tyler thought he was being a good salesperson by treating every lead like a potential customer. When a prospect reached out, he jumped in with both feet — multiple calls, custom proposals, and weeks of follow-up.

One prospect in particular seemed excited. Tyler invested over 14 hours across six meetings and created a detailed proposal. Then the prospect went silent. When Tyler finally followed up, he learned the truth: the man wasn't the decision-maker, had no real budget, and was just “kicking the tires.”

Tyler had wasted weeks of his life chasing someone who was never going to buy.

Meanwhile, his colleague Sophia used a simple qualification process on every new lead. In the first ten minutes she asked four key questions: Does this person have a real problem we can solve? Do they have budget? Are they the actual decision maker? And are they ready to make a decision in the next 30–60 days?

Because she qualified early, Sophia spent her time only on high-probability prospects. That same month she closed three deals while Tyler was still chasing dead leads.

The lesson is crystal clear: One of the most expensive mistakes salespeople make is spending time with people who were never going to buy.

Top performers qualify fast and ruthlessly. They quickly determine whether someone is a real prospect or just a tire-kicker. By focusing only on qualified buyers, they dramatically increase their closing percentage and protect their most valuable asset — their time.

Final Word

If you've made it to the end of this guide, you now know the seven most expensive mistakes that are quietly costing salespeople thousands of dollars every year.

Most salespeople will read this, nod their heads, and then go right back to making the same mistakes next week.

But you don't have to be most salespeople.

The difference between average results and exceptional income isn't talent or luck — it's the decision to stop repeating these costly errors and replace them with proven, professional habits.

Every mistake you just read about is completely fixable. The strategies to overcome them exist. The systems exist. The training exists.

That's exactly why I created the **World-Class Sales Masterclass**.

This isn't another theory-heavy course. It's a complete, no-fluff professional development system built from 30+ years of real-world selling. Across 9 modules and 30 in-depth training videos, you'll learn how to master your mindset, build a consistent pipeline, understand why people truly buy, handle every objection with confidence, close naturally, and operate with the professionalism that earns respect and higher commissions.

If you're tired of average results and ready to become one of the best in your industry, the World-Class Sales Masterclass was built for you.

Check it out.

WorldClassSalesMasterclass.com