

# WHY NEW BUSINESSES FAIL

And How to Make Sure Yours Doesn't



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*The Essential Guide Every New Business Owner Must Read*

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# Introduction

When a business fails, it's far more than a business failure.

It often means losing your life savings, declaring bankruptcy, damaging your credit for years, and putting enormous stress on your family and relationships.

Even though a lack of sales knowledge is not the reason every business fails, it is the reason a great many of them do. Poor inventory control, weak business plans, and products people don't want can certainly contribute to failure — but without the ability to sell effectively, even a good business will struggle to survive.

The brutal truth is this: You can have a solid product, a good location, and loyal customers, but if you can't sell, your business is living on borrowed time.

I've seen it happen too many times. Passionate, hardworking people pour everything they have into their dream — only to watch it collapse because they were never taught the one skill that keeps a business alive: the ability to sell.

That's why I wrote this guide.

# The Hidden Problem

Why Having a Great Product or Service Is No Longer Enough

Here's what most new business owners don't realize:

In today's world, having a great product or service is **not enough**.

You can be the most skilled technician, the best chef, the most talented artist, or the smartest consultant — but if you cannot sell what you do, someone else will.

The dangerous gap that kills most new businesses is this:

The gap between being good at what you do... and being able to sell what you do.

Most business owners are highly skilled in their craft, but they were never taught how to market or sell that skill. So they open their doors, spend money on advertising, and then stand behind the counter hoping people will buy.

They quickly discover that hoping is not a strategy.

Customers don't just walk in and hand you money because your product is good. They buy when they feel understood, when they trust you, and when they believe you're the best choice for them.

Without the ability to communicate your value clearly and confidently, even the best businesses slowly starve.

This is the hidden problem almost no one talks about.

Business schools teach accounting, operations, and management — but very few teach the one skill that actually keeps the lights on: **Sales**.

The result? Talented, passionate people pour years of their life and life savings into their dream, only to watch it slowly die — not because their idea was bad, but because they never learned how to sell it.

That's the brutal gap.

And that's exactly what this booklet is about closing.

# The 5 Silent Killers

The 5 Silent Killers of New Businesses

Most new business owners don't lose because of one big mistake.

They lose because of five silent killers that quietly destroy their business from the inside. Here they are:

## 1. No Consistent Lead Flow

You have great days and then weeks with almost no customers. One month you're busy, the next month you're scared. Without a steady stream of new prospects, your business is constantly on life support.

## 2. Inability to Turn Prospects Into Buyers

People come in, look around, ask questions... and then leave without buying. You know your product is good, but you don't know how to guide them to make a decision. This is incredibly frustrating and expensive.

## 3. The Owner Doing Everything Themselves

You're the salesperson, the marketer, the bookkeeper, the customer service rep, and the technician. You're working 70 hours a week and still not making enough money. You've become the highest-paid employee in your own failing business.

## 4. Fear of Rejection and Price Objections

Every "no," every "it's too expensive," and every "I want to think about it" feels personal. Because you don't have the skills to handle these situations confidently, you avoid asking for the sale or discount your price just to get the deal.

## 5. No Repeatable Sales Process

You're winging it every single time. Some days you do great. Other days you completely blow it. Without a clear, repeatable system, your results stay random and unpredictable.

These five silent killers are responsible for the failure of most new businesses.

The sad part? None of these problems are caused by a bad product or bad idea.

They're all caused by one missing skill: **Sales**.

# The Real Cost of Not Knowing How to Sell

## The Real Cost of Not Knowing How to Sell

The price of not knowing how to sell is much higher than most business owners realize.

It's not just lost sales.

**It's lost revenue, wasted money, and years of unnecessary stress.**

Every time you run an ad, print flyers, or spend money on marketing but don't know how to convert those leads into paying customers, you're literally throwing money away. You pay to get people in the door — then watch them walk right back out.

You end up working harder and harder, making less and less.

The stress becomes constant. You lie awake at night wondering how you're going to make payroll or pay the rent. You start questioning whether your dream was a mistake.

I've watched it happen many times.

I once worked with a guitar store that had a huge sale. They ran great advertising and had a line of people waiting outside when they opened the doors. By the end of the day they had lots of traffic — but very few actual sales.

The owner was devastated. He told me, "I had more people in here today than I've ever had... but it didn't move the needle on sales at all."

That's the painful truth.

You can have customers. You can have traffic. You can even have a great product.

But if you don't know how to sell, none of it matters.

The real cost isn't just the money you lose.

It's the stress, the sleepless nights, the self-doubt, and the slow death of your dream.

And the worst part?

It's completely preventable.

# The One Skill That Changes Everything

Why Sales Is the Highest-Leverage Skill in Business

If you only master one skill in your business, it must be sales.

Here's why:

Sales is the **highest-leverage skill** you can ever learn as a business owner.

When you learn how to sell effectively, everything else in your business improves:

- You no longer depend on expensive advertising to survive
- You stop wasting money on leads that never turn into customers
- You gain total control over your income
- You stop trading hours for dollars
- You finally get your time back

Mastering sales is like having a master key to your business.

Instead of hoping people buy, you develop the ability to **make people want to buy**.

You stop being at the mercy of the market and start controlling your own results. One good sales conversation can be worth more than an entire month of advertising.

When you become skilled at sales, you no longer fear slow months. You know exactly what to do to create revenue whenever you need it.

This is real freedom.

Not just more money — but control. Confidence. Peace of mind.

You stop being a business owner who hopes things work out.

You become a business owner who **makes** things work out.

This single skill — the ability to sell — is the difference between struggling for years and building a business that gives you the income and lifestyle you dreamed of when you first started.

# Why Hiring Sales People Won't Save You

Many new business owners believe they've solved their sales problem by hiring a salesperson.

They haven't.

They've simply traded one problem for a much more dangerous one.

If you don't understand sales yourself, you are completely at the mercy of the people you hire.

You won't know if they're actually selling or just staying busy.

You won't know if they're following up properly or letting deals slip away.

You won't know if they're discounting too much and destroying your profit.

You won't even know whether they're good... or just good at looking busy.

I've watched business owners lose tens of thousands of dollars because they hired salespeople they couldn't properly manage or evaluate.

Here's the hard truth:

You don't need to be the best salesperson in your company — but you *must* understand sales well enough to know if your salespeople are doing the job right.

If you can't tell the difference between real sales activity and fake activity, you're not running your business.

Your salespeople are.

# What Every New Business Owner Must Know

## What Every New Business Owner Must Know

Success in business isn't about working harder. It's about mastering the right skills.

Here are the **9 essential sales skills** every new business owner needs to survive and thrive:

### 1. Mastering Your Sales Mindset

Developing the mental strength to handle rejection, stay confident, and maintain belief even when sales are slow.

### 2. Creating a Written Daily Plan

Replacing hope with a clear, written plan that tells you exactly what to do every single day.

### 3. Understanding Buyer Psychology

Learning why people really buy so you can communicate with them in a way that creates trust and desire.

### 4. Building Real Confidence

Gaining genuine confidence that comes from skill and preparation instead of fake motivation.

### 5. Professional Presence & Communication

Knowing exactly what to say and how to say it so people take you seriously from the very first conversation.

### 6. Lead Generation & Prospecting

Creating a consistent flow of new potential customers without depending on expensive advertising.

### 7. Qualifying Prospects Quickly

Learning how to quickly identify who is serious and who is just wasting your time.

### 8. Handling Objections with Ease

Turning "I want to think about it" and "It's too expensive" into productive conversations instead of lost sales.

### 9. Closing with Confidence

Asking for the sale naturally and comfortably without sounding pushy or desperate.

These nine skills are the complete system every business owner needs.  
Master them, and you no longer have to hope your business succeeds.  
You'll know exactly how to make it succeed.

# The Solution

## The Solution

If you're a new business owner who's serious about success, you don't need more motivation.

You need a complete system.

That's exactly why I created the **World-Class Sales Masterclass** — a practical, no-fluff training program specifically designed for business owners who must know how to sell to survive.

This program was built from 30+ years of real-world experience — from knocking on doors, running my own businesses, and watching hundreds of owners struggle because they were never taught the fundamentals of sales.

The World-Class Sales Masterclass gives you the complete skill set you need to stop hoping for sales and start creating them consistently.

Here's exactly what you get:

- **9 In-Depth Video Training Modules** Each module focuses on one critical sales skill — from mindset to closing.
- **Companion Workbooks** These are not just worksheets. They're implementation tools that force you to apply what you learn to your actual business.
- **Lifetime Access** Learn at your own pace and return to the training whenever you need a refresher.

This isn't theory from someone who's never been in the trenches.

It's a proven system built by someone who has lived both sides — as the business owner who got taken advantage of, and as the salesperson who took control.

If you're ready to stop struggling and start building a business that actually works, this is the training that will get you there.

# Special Offer for New Business Owners

Special Offer for New Business Owners

Because I'm passionate about helping new businesses succeed, I'm extending a special offer to business owners who get this booklet.

For a limited time, you can get the complete **World-Class Sales Masterclass** at the special **Founding Member price of just \$377**.

That's a significant savings from the regular price of \$997.

As a special bonus just for new business owners who take action now, I'm also including:

The New Business Sales Accelerator Kit

A collection of done-for-you scripts, objection handlers, and a 30-day sales action plan specifically created for new and small businesses.

This kit alone is worth more than the cost of the entire program.

Here's the truth:

You can keep doing what you're doing now...

Or you can finally learn the skill that will change the future of your business forever.

The choice is yours.

If you're ready to stop struggling with sales and start controlling your income, click the button below and enroll today.

 [Click Here to Claim Your Founding Member Price](#)

Don't let another month go by watching potential customers walk away.

Take control of your business — starting today.

## Final Message + Call-to-Action

You didn't start your business to struggle.

You started it to build something meaningful — to create freedom, security, and a better life for yourself and your family.

But none of that is possible if you can't sell what you offer.

The good news is: You don't have to figure this out alone.

Everything you need to turn your business around is inside the World-Class Sales Masterclass. The mindset, the skills, the systems — it's all there.

I've put my 30+ years of hard-earned experience into this program so you don't have to make the same painful mistakes I watched so many business owners make.

The only question left is this:

Are you ready to stop hoping your business works... and start making it work?

If your answer is yes, then I invite you to take the next step right now.

👉 Enroll in the World-Class Sales Masterclass here:

<https://worldclasssalesmasterclass.com/>

I'm rooting hard for your success.

You've already done the hardest part — starting your business.

Now let's make sure it succeeds.

To your success,

Tom Monson

Founder, World-Class Sales Masterclass

## About the Author

Tom Monson is a seasoned entrepreneur and former Executive Director of the Small Business Advancement Institute. With decades of experience starting and growing multiple businesses, he has helped hundreds of business owners overcome their biggest sales challenges and build successful companies.



After personally witnessing the devastating impact that poor sales skills can have on a business, Tom created the World-Class Sales Masterclass to give new and small business owners the practical knowledge they need to protect and grow their dreams.