

# STOP LOSING SALES YOU SHOULD BE MAKING

*The Simple 5-Step System That Helps  
Small Business Owners Close More Deals  
Without Being Pushy*

**Tom Monson**

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## **Introduction**

Hi, I'm Tom Monson.

Over the years, I've watched too many talented small business owners struggle — working incredibly hard but still losing sales they should have been making.

That's exactly why I wrote this guide.

In the rest of this guide, I'm going to show you exactly why you've been losing those sales. You'll discover the five most common mistakes that kill deals for small business owners, why most traditional sales training doesn't work for people like you, and the real foundation of professional selling that actually delivers results.

This isn't complicated theory. It's practical, straightforward advice designed specifically for busy owners who wear multiple hats and don't have time to waste.

If you're tired of leaving money on the table, tired of the feast-or-famine cycle, and ready to start making more of the sales that come your way, keep reading.

The solution is simpler than you think.

More importantly, I'm going to give you the real foundation of professional selling. The same principles I used to go from sanding cars at 16 to closing multi-million dollar deals.

## **The Expensive Truth**

Let's examine what it costs to lose sales.

Imagine you own a mattress store and You get about 120 serious customers walking through your doors each month. They've done their research. They need a new mattress. They're ready to buy. But only 25% of them actually buy from you.

That means **90 customers every month** walk out and buy somewhere else — or decide to keep their old mattress a little longer.

If your average sale is \$2,500, those 90 lost customers are costing you **\$225,000 in revenue every single month**.

That's **\$2.7 million per year** — money that should be going into your pocket, your family's future, or growing your business.

This isn't just theory.

This is the reality most small business owners live with every month, whether you sell mattresses, HVAC systems, consulting services, landscaping, home remodeling, or anything else.

You talk to good prospects. Some seem excited. But far too many end up not buying from you.

And most owners blame slow months, tough competition, or the economy.

But the real problem is almost always in how they sell.

Calculate your own numbers right now:

- My average sale amount: \$ \_\_\_\_\_
- Number of qualified prospects I talk to per month: \_\_\_\_\_
- Percentage of customers who buy from me: \_\_\_\_\_%

**Potential Monthly Revenue** = Average sale × Number of prospects

**Actual Monthly Revenue** = Potential × % who buy

Lost Revenue per Month = Potential – Actual

The scary part? This loss happens quietly, month after month, year after year.

The good news is this problem is very fixable.

In the rest of this guide, I'm going to show you exactly why customers aren't buying when they should — and give you the foundational concepts you need to start turning more prospects into paying customers.

If you're tired of watching money walk out the door that should be staying in your business, keep reading.

## **The Real Reason You're Losing Sales**

It's not what most business owners think.

It's not because your price is too high.

It's not because the competition is better.

It's not because the economy is bad.

The real reason most small business owners lose so many sales is surprisingly simple:

You were never properly taught how to sell.

You spent years becoming excellent at your actual craft — whether that's plumbing, consulting, contracting, designing, coaching, home remodeling, or delivering any other service. You're damn good at what you do.

But selling? You were mostly left to figure it out on your own.

So you do what almost every other small business owner does: You show up, talk about your product or service, give a price, and hope the prospect says "yes." You pitch. You cross your fingers. You pray they buy.

That approach worked okay 20 years ago. It doesn't work anymore.

Today's buyers are smarter, more informed, and far more skeptical. They've done their research. They've talked to your competitors. They can smell a generic sales pitch from a mile away. The moment they feel like they're being sold to, their walls go up and they disappear.

And here's the painful part: You don't even realize how often this is happening. You think the prospect "just wasn't ready," or "didn't have the budget," or "went with someone cheaper." But in many cases, you simply lost control of the conversation before it ever had a real chance.

This isn't your fault.

Nobody taught you the skill of professional selling. Schools don't teach it. Most trade schools and certifications don't teach it. You were thrown into the deep end and told to "go get business."

The result? You became a master technician or expert in your field, but an amateur at the one skill that determines how much money actually comes in the door.

In the following pages, I'm going to show you the five most common sales mistakes that are quietly costing small business owners like you tens or even hundreds of thousands of dollars every year.

You don't need to become a slick salesperson. You just need to learn a better process.

# **The 5 Biggest Sales Mistakes Small Business Owners Make**

These five mistakes are quietly costing small business owners thousands — sometimes tens of thousands — of dollars every single month.

Almost every owner makes at least two or three of them consistently, often without realizing it.

## **1. Pitching too early**

You start talking about your product, your service, your features, and your pricing before you've taken the time to truly understand the prospect's situation. Once you start pitching, you lose control of the conversation. The prospect tunes out because they don't yet feel that you understand their real problem.

## **2. Talking instead of listening**

Most small business owners dominate the conversation, talking 70–80% of the time. They believe they're being helpful by explaining everything in detail. In reality, they're missing the most valuable information in the entire sales process — what the prospect is actually thinking, feeling, and needing.

## **3. Asking weak questions**

You ask surface-level questions like “How are you doing today?” or “Do you have any questions for me?” instead of deep, strategic questions that uncover real pain points, budget, timeline, and decision-making power. Weak questions produce weak answers and shallow relationships.

## **4. Avoiding or mishandling objections**

When a prospect says “It's too expensive,” “I need to think about it,” or “Let me run it by my partner,” many owners either get defensive, immediately drop their price, or awkwardly try to change the subject. Both responses destroy trust and momentum.

## **5. Following up poorly**

The typical “Just checking in to see if you've made a decision” email. These generic, low-value follow-ups train your prospects to ignore you. Most small business owners have no real follow-up system — they just hope the prospect will eventually call back.

These five mistakes alone are responsible for the majority of the sales you're currently losing. The painful part is that most owners don't even know they're making them. They blame slow months, tough competition, or “the economy” instead of looking at their own sales process.

The good news? Every single one of these mistakes can be fixed relatively quickly once you become aware of them.

On the next page, we'll talk about why most traditional sales training fails small business owners — and what actually works in the real world.

## **What Most Sales Training Gets Wrong**

Most sales training programs fail small business owners for one very simple reason:

They weren't built for you.

Traditional sales training was designed for full-time, professional salespeople — people who sit in an office or call center making 40 to 60 calls a day, supported by a marketing team that feeds them leads. These programs assume you have hours every day to dedicate purely to selling.

But you're not in that situation.

You're a small business owner. You're the salesperson, the service provider, the marketer, the bookkeeper, the problem-solver, and sometimes the delivery person all at once. You don't have time to make 50 cold calls a day. You don't have a steady stream of warm leads handed to you. You can't afford to spend weeks in complicated training programs or learn complicated CRM systems.

That's why most sales training doesn't stick for small business owners.

You try the techniques for a couple of weeks, they feel unnatural or too time-consuming, and eventually you go back to your old habits — winging it, hoping for the best, and praying the prospect says yes.

The result? You keep making the same expensive mistakes month after month, year after year.

What you actually need is something completely different:

A **simple, practical, and realistic** sales system specifically designed for busy small business owners — one that respects your limited time, fits into your real daily life, and gets results without turning you into a full-time salesperson.

That's exactly what I built.

The World-Class Sales Masterclass is not another generic “sales training” course. It's a complete system based on what actually works for people who run real small businesses. It focuses on the exact challenges you face every single day — price objections, busy decision makers, short attention spans, and the need to sell while still doing all the other work your company requires.

On the next page, I'll introduce you to the foundation of that system — the one core principle that changes everything about how you sell.

## **The Foundation of Professional Selling**

The single most important concept in all of selling is this:

People buy when they feel understood. Not when they're pressured. Not when they're pitched.

Not when they're dazzled with features, testimonials, or clever closing techniques.

They buy when they feel like someone truly gets them. Understands their situation, their challenges, their goals, their frustrations, and what they're really trying to achieve.

### **This one principle changes everything.**

When a prospect feels genuinely understood, they lower their guard. They trust you. They become open and honest. They're far more willing to move forward with you. When they don't feel understood, they become defensive, skeptical, and start looking for reasons to say no — even if your solution is perfect for them.

Most small business owners do the opposite. They walk into every conversation and immediately start talking about themselves, their company, their product, their service, their years of experience, and their pricing. They pitch. They present. They try to convince.

### **If a prospect feels like a number or target, they shut down.**

The best salespeople in the world don't succeed by talking more. They succeed by listening better. They ask better questions. They dig deeper into the prospect's real world. They make the other person feel truly heard before they ever talk about their own solution.

This is why some people seem to have a natural "gift" for selling while others struggle. The difference isn't charisma or smoothness. It's the ability to make people feel deeply understood.

This principle is the absolute foundation of the entire World-Class Sales Masterclass. Every module, every technique, every script, and every strategy in the program is built around this core idea.

When you master the skill of making people feel understood, selling stops feeling like "selling." It starts feeling like helping someone solve a real problem they care about.

And when that shift happens, making the sale becomes a natural next step instead of an awkward, uncomfortable moment.

On the final page of this guide, I'll show you exactly what your next step should be if you're ready to stop losing sales you should be making — and start consistently winning more of them.

## **Your Next Step**

You now know why you've been losing sales you should be making.

You've seen the expensive truth about how much money is slipping through your fingers every month. You understand the real reason this is happening. You've identified the five biggest mistakes that are quietly killing your close rate. And you now have the foundation of what actually works in professional selling.

So the only question left is:

What are you going to do about it?

You have two choices:

You can put this guide aside and keep doing what you've always done. Your results will stay exactly the same. You'll continue losing sales you know you should be winning, while blaming slow months, tough competition, or the economy.

Or...

You can decide that enough is enough. You can commit to mastering the one skill that has the biggest impact on your business — your ability to sell.

If you choose the second path, I built something specifically for you.

**The World-Class Sales Masterclass** is a complete, practical system designed for busy small business owners who wear multiple hats and don't have time for complicated theory.

Inside the program you'll get:

- 9 in-depth video modules walking you step-by-step through the entire sales process
- Workbooks and exercises to help you implement immediately
- Real scripts and language you can use on your very next sales call
- Proven techniques for handling objections and closing with confidence
- The complete 5-step system broken down in detail with examples

This is the same system I used to go from sanding cars at 16 to closing multi-million dollar deals. It's the same system I've taught to dozens of small business owners who have dramatically increased their closing rates and revenue.

If you're tired of leaving money on the table...

If you're tired of watching good opportunities disappear...

If you're ready to stop losing sales you should be making...

Then it's time to take the next step.

*Stop Losing Sales You Should Be Making*

## **Your Special Offer**

**10 hours to change the rest of your life.**

That's all it takes to go through the **World-Class Sales Masterclass** — and finally stop watching profits and revenue walk out your door every single month.

This complete 9-module program includes over 30 practical training videos and the full workbook that becomes your constant success companion.

Built specifically for busy small business owners, this is the same proven system I used to go from sanding cars at 16 to closing multi-million dollar deals.

Limited-Time Founding Member Pricing

Regular Price: \$997

Special Founding Member Price: \$377

This special price is only available through **June 30, 2026**.

Claim Your Founding Member Spot Now

Click the button below or go to **WorldClassSalesMasterclass.com** to get started today.

Don't let another month go by watching money walk out the door.

The solution is in your hands.

— Tom Monson

**Claim Your \$377 Founding  
Member Spot Now**