

10 Ways to Lose Great Sales Opportunities

1. promote your service/product to the wrong market
2. work without a sure-fire prospect follow-up system in place
3. provide poor customer service to current clients
4. sell product/service people don't want or need
5. provide no incentive for clients to refer your business to others
6. overprice your service/product without any added value
7. get a reputation for over-promising and under-delivering
8. operate as a lone ranger by not forming networks within your industry
9. spend more time talking to prospects than listening to their needs
10. invest too much time pursuing unqualified leads instead of generating sales