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## SALES TRAINING TIP - 10 REASONS WHY HARD SALES TACTICS NEVER WORK

Hard selling is when you go straight to the point and start to try to sell your product without any finesse. It is simply telling your prospective buyer that he should buy your product. Now this hard-core approach may work in some instances but the majority of your prospective buyers will be put off the sale by this approach. Here are 10 good reasons to change your sales tactics.

1. People hate being sold to: hard sell will bring out the worst in people. When aggressive sales techniques are used this will prompt the prospective buyer to be aggressive as well and act negatively to the sales person. Pretty soon they are ready to argue with you and you know the sale is completely lost.
2. Hard sell will intimidate your prospective buyer: This sales tactic will intimidate some buyers and again cause them to have less interest in the sale. Intimidation will again give your prospective buyer negative feelings towards the sale. They will not have a very good feeling about your company when they see the sort of sales people you hire. This is another factor that will cause you to lose the sales
3. Hard sell makes you sound desperate to sell and this will always put off your buyer. The buyer can sense when the sales person is desperate to sell a product to them. The buyer wonders why the seller is so desperate and is immediately suspicious. This suspicion will turn into mistrust of the truth in what the sales person is saying. The buyer will very likely not buy the product.
4. Hard sell in sales copy will often use hype and prospective buyers can see right through this. Prospective buyers are savvier than they were and will not put up with hype. They want the facts not some pie in the sky promise. If sales copy tries to push the sale with this type of tactic there will be no sale.
5. Prospects need a reason to buy: hard sell does not allow time to explain benefits and what the prospective buyer can expect from the product. Hard sell usually uses features rather than benefits. Benefits are the reason for a customer to buy. You must answer the quest on every prospective buyers mind "What's in it for me?"
6. You need to build rapport with prospective buyers: building a relationship with your potential buyer is a very important part of selling. You will not only make a sale on the initial product you will build confidence in your buyer. When the buyer has confidence, they will very likely purchase another related product from your company. If you use hard sell you cannot build this all-important relationship. Ultimately you will lose not only the initial sale but also a valuable long-term customer.
7. Soft sell will allow the reader to make his own decision without being pushed into a sale. As mentioned people do not like to be sold to, they do not want to feel that someone is dictating to them and telling them that they have to buy something. Most people want to feel that they are making their own decisions and soft sell will do this for them.
8. Soft sell always outsells hard sell: it is a proven fact that soft sell always outsells soft sell. This is because people can be persuaded but do not like to be forced into a sale. Hard sell is literally pushing your product at your prospective customer and not giving them a chance to say no. Soft sell on the other hand is offering your prospective buyer a product and allowing them to make the decision to buy.
9. It is easier and more enjoyable to use soft sell tactics: soft sell will allow you to use more sales strategies. It is a more enjoyable way to sell because you can talk to the customer, demonstrate benefits and build up a good rapport with your prospective buyer. It is more enjoyable to talk with your buyer and get to know him rather than pushing a sale on him.
10. Soft sell is a powerful way of pre selling products and warming your customer for the sale. When you warm your prospective buyer for the sale, you will be far more successful in selling your product or service. People like to know more about products before they buy and pre selling will allow you to do this for them.

Hard sell rarely works because of the above reasons. Additionally there is a stereotype of the pushy sales person using hard sell tactics. When hard sell is used this image comes into the prospects mind and prevents them from accepting the sale. In this way you will lose many sales.

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