



Educating Customers is Ignorant

Have you ever heard that comment, "An educated consumer is our best customer?" Do you really believe that is true?

Anyone sensitive to the tremendous effort that goes into selling should find this phrase revolting.

In 15+ years of training salespeople, including "non-selling" professionals like lawyers and accountants, I've noticed the biggest mental flaw to be the belief that we need to educate prospects. This leads to offering plenty of free advice to lots of people who have no intention of buying, they just want the free information so they can continue shopping elsewhere or solve the problem themselves.

So what's the option to education? Simply put, your responsibility is not to educate but to motivate the prospect to take action. That would be to say Yes!, No! or let's take a next step. This is the foundation of many of the premier sales training systems being taught today.

I go into detail on this serious problem in my new book, *The Death of 20th Century Selling: 50 Hilarious Sales Blunders and How You can Profit from Them*.

We as entrepreneurs have adopted this flawed belief from the big companies who have millions to spend educating consumers. If you cannot financially quantify how your education turns into business, you need to stop giving it all away in the hope that someone will buy. Does that make some sense? I hope so.

Copyright © 2002 by Dan Seidman

Dan Seidman's new book, *The Death of 20th Century Selling: 50 Hilarious Sales Blunders and How You can Profit from Them* is available toll-free at 1-877-613-7355 or at www.salesautopsy.com/book.html. Get the book and give the gift of laughter and learning to someone who sells today! Dan can be reached at dan@salesautopsy.com. He is also available to speak at your sales conference or trade show on these very funny stories and very innovative selling strategies. Contact Dan today for open dates.

