

FROM THE AUTHOR OF THE NATIONAL BESTSELLER **HIGH TRUST SELLING**

**TODD DUNCAN**



**THE TOP TEN  
MISTAKES  
SALESPEOPLE MAKE**

**& HOW TO AVOID THEM**

**A PDF COMPANION TO THE AUDIOBOOK**

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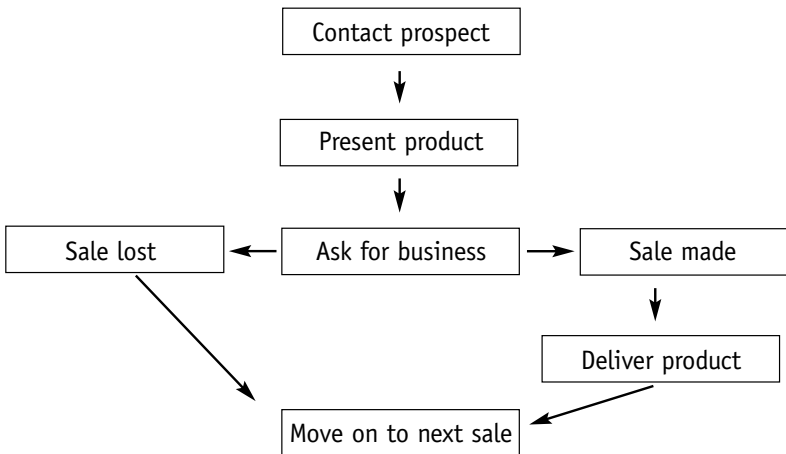
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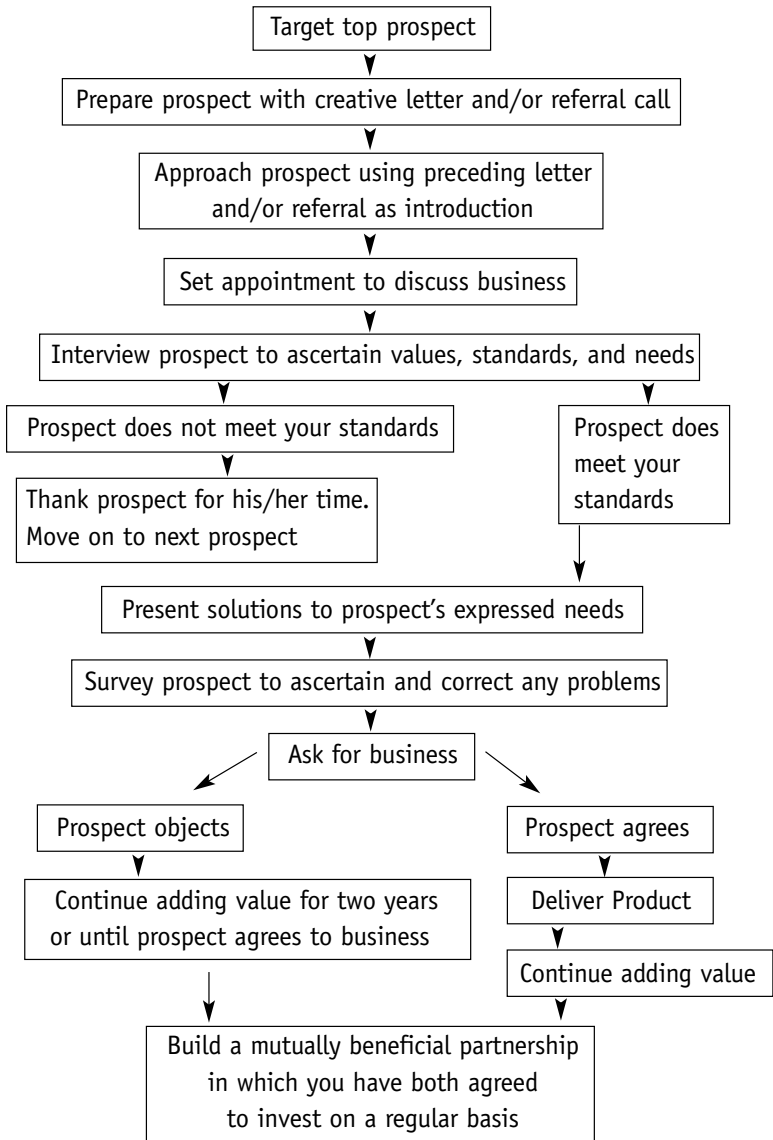
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# Mistake #3: Tinkering

## INCORRECT SALES MANUAL



## CORRECT SALES MANUAL



# Mistake #4: Moonlighting

## PRIORITIZATION TEMPLATE

1. Priority:

Vision statement:

Mission statement:

2. Priority:

Vision statement:

Mission statement:

3. Priority:

Vision statement:

Mission statement:

4. Priority:

Vision statement:

Mission statement:

5. Priority:

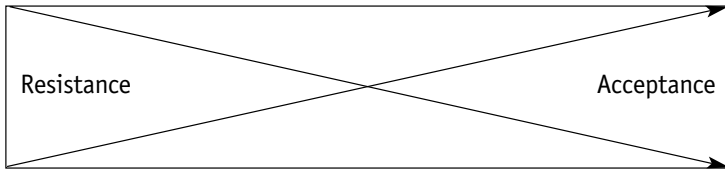
Vision statement:

Mission statement:

# Mistake #7: Gambling

HOW TENSION IN A SALES CALL  
ACTS AS THE ANTAGONIST OF TRUST

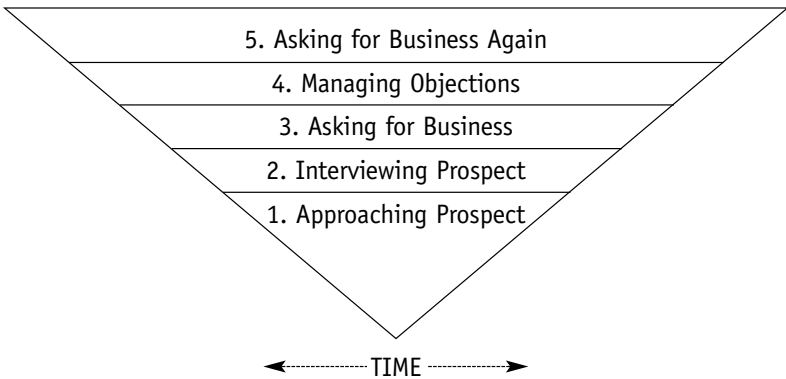
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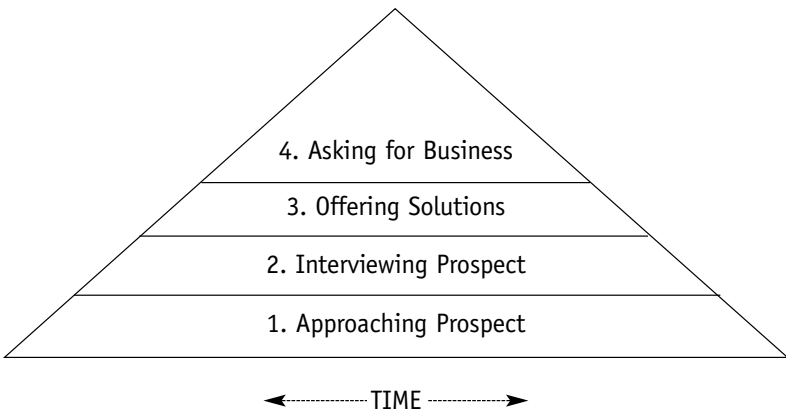
Trust

# Mistake #8: Begging

**DIAGRAM 1: BEGGING FOR BUSINESS**



**DIAGRAM 2: ESTABLISHING BUY-IN**





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# Mistake #10: Stagnating

## JACK TROUT AND STEVE RIVKIN'S "EXPLOSION OF CHOICE" CHART

ITEM	EARLY 1970s	LATE 1990s
Vehicle models	140	260
KFC menu items	7	14
Vehicle styles	654	1,212
Frito-Lay chip varieties	10	78
SUV styles	8	38
Breakfast cereals	160	340
PC models	0	400
Pop-Tarts	3	29
Software titles	0	250,000
Soft drink brands	20	87
Websites	0	4,757,894
Bottled water brands	16	50
Movie releases	267	458
Milk types	4	19
Airports	11,261	18,202
Colgate toothpastes	2	17
Magazine titles	339	790
Mouthwashes	15	66

New book titles	40,530	77,446
Dental flosses	12	64
Community colleges	886	1,742
Prescription drugs	6,131	7,563
Amusement parks	362	1,174
OTC pain relievers	17	141
TV screen sizes	5	15
Levi's jean styles	41	70
Houston TV channels	5	185
Running shoe styles	5	285
Radio stations	7,038	12,458
Women's hosiery styles	5	90
McDonald's items	13	43
Contact lens types	1	36

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