

## Are You Making This #1 "Waffling" Sales Mistake?

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I'm a breakfast girl.

Each week I meet with my fabulous inspiring friends and brainstorm about business, life and where to buy the best bra.

Last week my friend Meg and I went to a different "greasy spoon" that we hadn't been to before.

The waitress poured our coffee and I asked her my usual question:

" So what is your diner famous for? What's your specialty?"

And this is what she did.

She hummed.  
She hawwed.  
She coughed.  
She looked at me with a blank stare.

And then she said:

"Well, I used to be able to recommend the waffles,  
but they have really gone downhill."

I kid you not!!

I looked at Meg - she looked at me - and I said "I'll have poached eggs and toast."

(If in doubt - stick with the basics and don't go fancy!)

Once the waitress had walked away - Meg looked at me with her big blue eyes and brain and said:

"Kim - I thought I was going to burst out laughing - she has no idea who she just DID THAT TOO!"

I said " Trust me - I'm turning this into an article because business people try to sell like this all the time!"

### Are You "Waffling" With Your Customers?

Quick! Tell me what you're an expert at in 30 seconds or less!

Why are you different? Why should I choose you? Why are you special?

Are you flopping around because you can't think of anything?

If you are - then your potential customer will do what I did in the diner. They will either walk away or they will go for the most basic package/product or service you have to offer.

Why?

They don't trust you!

### Everyone Is Looking For The Magic Syrup

Honestly.

If I had a dime for every person that asked me:

"Kim, what is the best line for me to say to a potential customer?"

... I'd be sitting in my French chateau sipping champagne while I wrote this article!

Instead of focusing on the MAGIC LINE aka "Magic Syrup" you can pour all over your customer - I challenge you to do THIS instead.

Concentrate on knowing HOW you're the best fit for your customer and ask them WHAT they're looking for.

### You Don't Have To Be Sticky Sweet In Sales

No one wants schmaltz.

What all of us want - is knowing that someone feels confident in what their product or service can do for us. Confidence begets confidence.

You don't have to be smooth-talking. But YOU DO have to be able to communicate the benefits of working with you in a few sentences.

### What Should The Waitress Have Said To Me?

While I appreciate her desperate attempt at honesty regarding the waffles - it definitely didn't inspire me on any level.

But this would have worked.

" It depends. What do you love having for breakfast?"

### Get Cracking!

Quit telling yourself that you don't know what to do. Instead - get focused on your strengths and you'll see that MANY more customers will want to know YOUR SPECIALTY.

Kim Duke, The Sales Diva, provides savvy, sassy sales training for women small biz owners and entrepreneurs. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her FREE Bonus Report "The 5 Biggest Sales Mistakes Women Make" at [www.salesdivas.com](http://www.salesdivas.com)