

The Top Mistakes Modern Sellers Make:

Do any of these common sales slip-ups sound familiar?

- Not establishing purpose early
- Lack of visuals
- Going rogue from the game plan

New breakthrough research shows over 90% of sales professionals unknowingly make multiple mistakes that destroy deals, drain energy, and reduce respect.

Luckily, even incremental corrections position you to double deals in the next quarter and beyond.

It's not just what the best sellers do, it's also what they **DON'T DO**.
It begins before it begins.

AVOID THESE TOP MISTAKES:

1 **Perfectly Positive**

Don't be afraid to bring up something negative. Research finds that testimonials, reviews, or other pieces of feedback that mention some kind of doubt, apprehension, and uncertainty are the ones that were trusted more and people found more helpful. As a result, trust improves.

2 **Being a Sound Bite Seller**

Lack of questions, story, and follow-up creates "Sound Bite Selling". No call continuum based on the previous calls because of lack of call notes and targeted pre-call planning. The messages is not tailored to the client either.

3 **Selling with Certainty**

People won't buy if they feel like they have to. The reason has to do with autonomy bias. Humans like to feel like we're in control, over ourselves, in our environment, and in our decisions, and we don't like to be told what to do. Restore your prospect's sense of agency.

4 **Becoming a Professional Visitor**

If the purpose of the sales call isn't stated early, **the conversation turns into a personal "catch-up"** instead of a sales call. This also leads to a sales rep becoming perceived as a "Professional Visitor" and puts them into the permanent Friend Zone. Sellers get in the mindset of just being "liked," and likes don't translate to revenue. As a result, they don't sell anything.

5 **No Show, Just Tell**

Reps verbally sharing data only instead of using visual aids as well. Show your proof! "38% more with X vs. Y". Sales professional say that their customers "doesn't want to see the 'Madison Avenue' materials." But data with a visual is far more memorable and credible.

YOUR JOURNEY TO MASTERING INFLUENCE STARTS HERE.

HENNA PRYOR



The data is in: An understanding of Sales Psychology is the **#1 skill to develop** for the ambitious professional in 2025 and beyond.



This program isn't just about hitting numbers — it's about embarking on a journey that transforms your sales approach from the **inside-out**.

I know what's remembered gets repeated, so I put a science-backed, modern day approach into the processes you've already mastered, and weave these updates into the fabric of **behavioral science techniques** and **modern sales psychology** to find new levels of influence, impact, and sales success.

The WHY:

Buyers today are not the same buyers of 5 years ago. Between changes in consumer behavior and information overload in the digital era, our buyers are different, and we need to be different. Sellers today need an updated approach to connect on a deeper level and bring a new kind of value.

While markets will always have problems to solve, the real problem in the current market is that we focus on 'metrics' more than the 'mindsets' that lead to the behavioral changes we need to create real results.

The truth is a *single* mental shift can activate measurable change: **When we optimize mindset on both sides, we automatically optimize metrics as a result.** Which means in this season of sales, we need to learn the Inner Game of Influence— a multi-step method that helps sellers develop unshakeable clarity, tools to break free from the internal and external limits we don't realize we have, while learning what motivates modern buyers and drives them to action today.

The WHAT:

This program will start in **Q4 2024**. It will be limited to a capped group of ambitious professionals who are serious about creating measurable and visible improvement in their sales and influence skills.

- There will be 3 sessions covering a new strategy to elevate your influence and impact
- Each session will be 60 minutes (dates TBD)
- The majority of the time will be focused on learning new psychology and behavioral science based sales skills with time built-in for Q&A
- We will have clear action steps for application and small group follow-up

Just some of the skills we'll cover to shift your selling skills from average to **elite**:

1. MASTERING THE FORCES OF FRICTION: If you've ever found yourself facing resistance to your ideas - you're not alone. Even when we have a great idea that will affect enormous change, we don't always get the reaction - or action - we're hoping for. Uncover and explore the 4 surprising reasons why people resist change, and more importantly, how to overcome them.

2. SELL LIKE A COACH: Higher levels of productivity don't come from finding ways to squeeze more lemons - they come from getting more juice to the squeeze. This session is an Executive Coach Bootcamp! Learn the key skills that executive coaches use to create shifts, insights, and exponential influence, and learn how to apply them to skyrocket the impact of your own conversations.

3. SMART SELLING TRICKS FROM BEHAVIORIAL SCIENCE: You've heard plenty of repetitive wisdom about how to grow revenue - but in the modern era, behavioral science tells us there are surprising tactics you can use - ones that don't always make sense - that are key to growing your business. Let's be honest: Your clients and business partners don't always make sense!



SIGN UP NOW

Why Henna?

Henna Pryor is a highly sought after Workplace Performance Expert and an award-winning 2x TED and global keynote speaker, best-selling author, and ICF-Certified Executive Coach. Her clients call her their "**secret weapon for impossible change**", an honor she wears proudly. She's known for her science-backed approach to improving the performance, habits, and actions of hungry high achievers.

She is a regular Expert Columnist for Inc. Magazine, 12x award-winning author of Good Awkward, and an in-demand global keynote speaker. Her playful personality and insightful talks blend 2 decades of working with corporate leaders and teams with a fresh, science-based approach to taking more strategic risks, skyrocketing sales, and boosting social and mental fitness for success at work.



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With 14 years as a top producing staffing professional, she now brings her sales expertise to a variety of global organizations including Google, Workday, FIS Global, and Johnson & Johnson, as well as top TV, podcast, and print media including Forbes, NBC, Washington Post, Fast Company, and more.

Her clients call her their “secret weapon for impossible change,” an honor she wears proudly.

In addition to speaking for TEDx, SXSW, and being frequently tapped by media outlets like Business.com, FastCompany, INSIDER, HuffPost, NBC, FOX, and more, she's been named a SUCCESS Magazine Woman of Influence and her book was named a *Kirkus Reviews* Best Book of the Year.

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