

## 10 B2B Sales Mistakes to Avoid + Quick Fixes

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Mistake	Quick Fix
1. Going Into Meetings Without Proper Preparation	Define your goal, prepare 3 smart questions, identify value, and send an agenda.
2. Talking More Than Listening	Speak less than 40% of the time, ask open-ended questions, and listen with genuine interest.
3. Chasing the Wrong Leads	Define quick qualification criteria, prioritize the right leads, and drop unqualified ones early.
4. Selling on Price Instead of Value	Highlight total cost of ownership, service, reliability, supply security, and ROI.
5. Not Handling Objections Early Enough	Ask about pain points and objections early to build trust and align expectations.
6. Overloading Prospects With Information	Keep communication clear and compact—less is more.
7. Being Too Detail-Focused and Losing the Big Picture	Use top-down thinking: start with goals, then connect details to outcomes.
8. Structuring Your Sales Approach Reactively Instead of Proactively	Set agendas, confirm next steps, and provide roadmaps to guide customers.
9. Poor or No Follow-Up	Confirm next steps, send summaries, and set reminders in CRM or calendar.
10. Treating Every Deal as a One-Off Transaction	Stay engaged post-sale, check in, support issues, and explore future opportunities.

**Keep this checklist handy before every customer meeting or pipeline review.**