

# Ten biggest complaints customers make about salespeople

Presented by J.W. Owens



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Here are the 10 leading complaints buyers make about salespeople, according to a survey by the Institute for Supply Management, formerly known as the National Association of Purchasing Management:

- **Lack of preparation.** Buyers hate salespeople who waste their time by calling without clear purposes and don't have a basic knowledge of their respective industries.
- **Lack of information.** Buyers are critical of salespeople who don't know their products and can't answer simple questions.
- **Aggressiveness.** They're turned off by "pushy" salespeople who argue and "care more about their commissions than meeting the needs of their customers."
- **Lack of dependability.** They cite as negative examples salespeople who do not return call promptly or fail to do what they promise after getting the sale.

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- **Poor follow-through.** They express disgust with having to call salespeople several times either to get information the salesperson promised to provide earlier or to get them to live up to previous commitments.
- **Presumptuousness.** Many are offended by salespeople asking for proprietary information, such as competitors' prices.
- **Walk-ins.** They object to salespeople who waste their time by making calls before doing a “needs analysis” showing why their product or service is appropriate.
- **Gabbers.** They dislike compulsive talkers who go on and on and don't listen when asked specific questions.

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- **Accountability.** They object to salespeople who are always there in good times but disappear when problems develop, sometimes leaving customers holding the bag.
- **Lack of personal respect.** They object to salespeople who try to go around or over them to get to another decision-maker and make a sale.

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