I recently attended a retreat at Nan Stroud’s home, our NSD, and she shared this chart with us. It is originally from NSD Emeritus Maxine Sandvig’s newsletter from many, many years ago. We were all amazed at how accurate this information is today, and I wanted to share it with you!

**Sales Problem Identifier**

**Product Sales**

- **Low Sales**
  - Too Few Facials, Classes, Parties
    - Inability to Get Appointments
      - Poor Time Organization
      - Low Activity or Not Working Consistently
      - Not Following Up
    - Too Few Prospects and Referrals
      - Not Booking from Facials, Classes, and Parties
      - Telephone Ability/Skills
      - Warm Chatter Ability / Skills
      - Not Asking
    - Not Booking from Facials, Classes, and Parties
      - Telephone Ability/Skills
      - Warm Chatter Ability / Skills
      - Not Asking
    - Telephone Ability/Skills
      - Warm Chatter Ability / Skills
      - Not Asking
    - Warm Chatter Ability / Skills
      - Not Asking
    - Not Asking
  - Not Closing Sale
    - Weak Prospective Customers
      - Not Teaching Skin Care Correctly
      - Not Selling End Results and Product Benefits
      - Not Coaching Hostess Correctly
      - Lack of Enthusiasm
      - Not Closing Sale
    - Not Coaching Hostess Correctly
      - Lack of Enthusiasm
      - Not Closing Sale
    - Lack of Enthusiasm
      - Not Closing Sale
    - Not Closing Sale
  - Poor Sales Techniques
    - Not Teaching Skin Care Correctly
    - Not Selling End Results and Product Benefits
    - Not Coaching Hostess Correctly
    - Lack of Enthusiasm
    - Not Closing Sale

**Recruiting**

- **Low Number of Team Members**
  - Too Few Interviews
    - Inability to Get Appointments
      - Poor Time Organization
      - Low Activity
      - Low Self-Image
      - Not Following Up
    - Too Few Prospects and Referrals
      - Telephone Ability/Skills
      - Warm Chatter Ability / Skills
      - Not Listening and Recognizing Prospect
      - Not Asking for Interview Appointment
    - Telephone Ability/Skills
      - Warm Chatter Ability / Skills
      - Not Asking for Interview Appointment
    - Warm Chatter Ability / Skills
      - Not Asking for Interview Appointment
    - Not Asking for Interview Appointment
    - Not Asking for Interview Appointment
  - Not Closing Interview
    - Weak Prospects
      - Not Sharing 4-Point Recruiting Plan
      - Not Selling End Results and Business Benefits
      - Not Overcoming Objections
      - Lack of Enthusiasm
      - Not Closing at Interview
    - Not Selling End Results and Business Benefits
      - Not Overcoming Objections
      - Lack of Enthusiasm
      - Not Closing at Interview
    - Not Overcoming Objections
      - Lack of Enthusiasm
      - Not Closing at Interview
    - Lack of Enthusiasm
      - Not Closing at Interview
    - Not Closing at Interview
  - Poor Interviewing Techniques
    - Not Sharing 4-Point Recruiting Plan
    - Not Selling End Results and Business Benefits
    - Not Overcoming Objections
    - Lack of Enthusiasm
    - Not Closing at Interview