

21 Oct 2018

Failure to sell



This is my 133rd article and the first that I finally admit to myself perhaps I am just not cut out to be a successful entrepreneur and should simply retire once and for all and leave the market place to all the 'mediocre' offerings that have proven to fail successfully.

Having just read a few articles on selling and how to be an entrepreneur I noticed a surprising pattern began to appear:

- 1) '[How to sell your idea](#)' - I noticed that I have followed the first 4 steps (Gather Information; Prepare a Professional Presentation; Pinpoint Your Targets; Qualify Your Targets) fairly meticulously yet I stumble and fall at the last step (Make the Sale) due to circumstances beyond my control (as I admit I am not a salesperson). Perhaps this article states there are 3 steps to selling and yet discusses 5
- 2) '[How to Turn Your Idea Into a Product \(and Launch It!\)](#)' - I noticed that I failed the first step (in that I went it alone) I took my time to do my research I created 2 prototypes; I tried to work on my '[elevator pitch](#)' and continually tested my offerings. Perhaps going it alone when there was no one else I could turn to was the wrong move
- 3) '[How to sell an idea](#)' – I noticed I managed to complete Step 1 (Refine the idea) by knowing my industry; Knew my idea inside and out; Knew my offering was protected by copyright laws (and could not be patented) and test ran my idea multiple times. However I failed to get suitable clients even though I was able to a) Create a rough draft of my pitch; b) Wrote down my hard boundaries (the steps to my approach); c) Started a list of potential buyers (in this case LinkedIn); d) was [persistent](#) (perhaps too persistent by comparing my approach to others); e) failed to close any sale (again I am not a salesperson)

Having now publicised [my dream](#) and asked for assistance with my plan, received no response, perhaps my failure to sell can only be attributed to one thing – I am just not good at selling. So perhaps it is time to [take down my shingle](#) and say [goodbye](#).

Regards

Charles Meyer Richter

Principal information architect and diagnostician

Ripose Pty Limited

charles.richter@ripose.com

(About to retire forever)