

# Abraham Pinchuck Debunks 5 Sales Myths Hurting Results

Abraham Pinchuck of Brooklyn, NY shares why common sales beliefs are holding people back—and what to do instead.

**Scottsdale, Arizona May 6, 2026** ([IssueWire.com](https://www.issuewire.com)) - Abraham Pinchuck, a sales consultant specializing in insurance training, is calling attention to five common myths that continue to mislead sales professionals—especially in high-pressure fields like Medicare Advantage (MAPD) and life insurance.

Drawing on decades of experience across real estate, manufacturing, and consulting, Pinchuck says many professionals struggle not  effort, but because they follow the wrong assumptions.

“Selling is a recipe for failure in sales,” Pinchuck says. “If you focus on yourself, you lose.”

Below are five myths he sees repeatedly—and what actually works instead.

## Myth #1: The Best Salespeople Talk More Than They Listen

### Why people believe it:

Sales training often emphasizes pitching, persuasion, and controlling the conversation.

### The reality:

Research shows top-performing salespeople spend more time listening than talking. Studies suggest successful reps listen up to 60–70% of the time in client conversations.

### Pinchuck’s take:

“Being a great listener and having a genuine desire to help people—that’s what makes the difference.”

### Practical tip:

In your next conversation, aim to ask at least three open-ended questions before offering any solution.

## Myth #2: Closing Skills Are the Most Important Part of Sales

### Why people believe it:

Many programs focus heavily on closing techniques and scripts.

### The reality:

Clients decide long before the “close.” Trust and understanding drive decisions more than last-minute tactics.

### Pinchuck’s take:

“Learning to listen to people, ask good questions, and identify what is important to them—that’s the key.”

### Practical tip:

Instead of planning how to close, write down what you need to understand about the client before making any recommendation.

## Myth #3: More Activity Always Leads to Better Results

**Why people believe it:**

High-volume outreach is often seen as the fastest way to increase sales.

**The reality:**

Quality of conversations matters more than quantity. Poor communication leads to wasted time and lower conversion rates.

**Pinchuck's take:**

"Look at my past success. That helps me stay grounded."

**Practical tip:**

Track not just how many calls you make, but how many meaningful conversations you have. Focus on improving that number.

**Myth #4: You Need to Be Naturally Persuasive to Succeed****Why people believe it:**

Sales is often associated with personality and charisma.

**The reality:**

Consistency and process outperform personality. Listening and understanding can be learned and improved over time.

**Pinchuck's take:**

"Biggest obstacle was not realizing that in order to be successful I needed to focus on the people I'm helping, not me."

**Practical tip:**

After each conversation, write down one thing the client cared about. This builds awareness and improves future interactions.

**Myth #5: Sales Is About the Product, Not the Person****Why people believe it:**

Product knowledge is often prioritized in training.

**The reality:**

Customers make decisions based on their own priorities, not product features alone. Trust and relevance matter more.

**Pinchuck's take:**

"Have a genuine desire to help people. That's what works."

**Practical tip:**

Before explaining any product, ask: "What matters most to you right now?" Let that guide the conversation.

**If You Only Remember One Thing**

Focus on the person, not the sale.

When you understand what matters to someone, everything else becomes easier.

### **Call to Action**

Abraham Pinchuck encourages professionals to challenge outdated sales beliefs. Share this list with your team or network, and try applying just one of these tips in your next conversation.

Small changes in how you listen and respond can lead to more consistent and meaningful results.

### **About Abraham Pinchuck**

Abraham Pinchuck is a Brooklyn, New York–based sales consultant specializing in the insurance industry. With experience in real estate, food manufacturing, and business consulting, he now trains agents in Medicare Advantage (MAPD) and life insurance. His work focuses on improving performance through listening, relationship-building, and a client-first approach.

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