

Sales Quote of The Month:

“A goal is a dream with a plan and a deadline.” – Harvey MacKay

Sales Tip of The Month:

Tired of voice mail tag? Leave a detailed message on your first call. That way, if you are not available when your contact calls back, at least they can leave you the answer to your question on your voice mail.

Getting tied up with the clients who are a “maybe” can drain you and waste a lot of valuable selling time.

August 2010

Issue 1

Is It Time To Close The File On That Stalled Prospect?

Written by Robert J. Weese, Managing Partner of B2B Sales Connections

As sales professionals we’ve all most likely had this problem with a prospect at one time or another. They were a hot prospect sending you all the right buying signals and then all of the sudden they switched off. Now they don’t return your calls. They are unresponsive to your emails and you are left in sales limbo.

Do you keep calling? After all when you last spoke they were set to proceed. Now they are missing in action. What can you do?

I would like to share a quick little tip that works well. If you had a good relationship with the prospect and you are willing to take a last shot to see if the person is still engaged, send them an email that says you are going to “close their file”.

Simply state that you

have tried to reach them by phone and email and since they are not responding you would like to close the file. Let them know if their situation has changed and they are no longer in the market for your product/service, it would be best to close the file and move on.

Here’s an email template example:

Dear Fred: I would like to take a moment and determine if I should be closing your file at this time. I have left a couple of phone messages and emails regarding _____ but have not heard back from you.

I respect that things change quickly in today’s business environment. If you have decided not to pursue this project with us please let me know so I can close your file.

I hope you will consider us in the future if the situation changes or the need arises.

Regards,

You will be amazed at how many times you get a message back almost immediately apologizing for their lack of communication and telling you the project is still a go but they were caught up in a more urgent internal problem.

Let’s face it. In the world of sales you can get “yes”, “no” and “maybe”. I want to hear yes, or no because they are answers that give me a clear next step. Getting tied up with the clients who are a maybe can drain you and waste a lot of valuable selling time.

By taking a minute and offering to close the file, no questions asked, you will be surprised how many valid prospects let you know they are still interested but not ready at this moment. Most often the person will tell me their new time frame or suggest we reconnect. Armed with their permission to proceed I will reconnect with them when the time is right and advance the sales process.



VISIT US AT:

www.b2bsalesconnections.com

OUR BLOG:

www.b2bsalesconnections.com/wpblog

**SALES TRAINING
& CONSULTING
SERVICES:**

TORONTO:

905-426-3394

OTTAWA:

613-825-9139

info@

[b2bsalesconnections.com](mailto:info@b2bsalesconnections.com)

**NEWSLETTER
SUBSCRIPTIONS:**

newsletter@

[b2bsalesconnections.com](mailto:newsletter@b2bsalesconnections.com)

**ASK THE
B2B SALES COACH:**

askthecoach@

[b2bsalesconnections.com](mailto:askthecoach@b2bsalesconnections.com)

**CAREER
CONNECTIONS:**

SALES PROFESSIONALS:

candidates@

[b2bsalesconnections.com](mailto:candidates@b2bsalesconnections.com)

EMPLOYERS:

jobpostings@

[b2bsalesconnections.com](mailto:jobpostings@b2bsalesconnections.com)

Ask The B2B Sales Coach

Dear B2B Sales Coach:

With just over half the year gone, do you have any tips that will help me qualify for President's Club?

- Gary, Ottawa, ON

Dear Gary,

What do I have left to do to qualify for this year's sales contest? Many sales representatives ask this question, however the problem is that many of them ask it too late in the year. Waiting until November, when there are only a few weeks left in the contest doesn't leave you with much time to do anything about it.

The key to achieving a large goal like a qualification in an annual sales contest is to break it out into smaller goals and review your progress regularly. When reviewing your results, don't just look at how much you have sold so far as is reported in most company's monthly sales reports. You also have to focus on how much more needs to be sold to qualify. If a contest runs across a number of months, break down the larger target into smaller ones that cover shorter time frames.

For example, if you need to sell \$150,000 in the 4 months left in the year, you should focus on the \$37,500 per month that you need to qualify. What are the daily activities you need to complete in order to sell that amount per month? How many calls must you make each day? After month end, rework the numbers so you always know what you have to do each day to qualify.

Focusing on what you must do each and every day will make you more successful than just trying to shoot for a large number and hoping that it miraculously happens. Remember, you can't change the past, so focus on the future!

Good luck and good selling!

- The B2B Sales Coach

Recommended Reading

Appreciation Marketing – How to Achieve Greatness Through Gratitude by Tommy Wyatt & Curtis Lewsey

We sometimes forget how powerful a heartfelt "thank you" can be. This book will remind you why showing gratitude is so important. Just the chapter, "Seven Deadly Creatures", the personality types you should not become makes this a must read for anyone who networks or who makes their living in sales. A great read!

For more reading suggestions, visit www.b2bsalesconnections.com/books.php

About B2B Sales Connections

AIM HIGHER is written and edited by Susan A. Enns, managing partner of B2B Sales Connections. She has a proven track record of success, with over 22 years of direct sales, management and executive level business to business experience. She has also written the downloadable e-courses "Action Plan For Sales Success" and "Action Plan For Sales Management Success", and numerous automated sales tools.

B2B Sales Connections is the online sales training website with free sales resources, a specialized job board & free resume listing services dedicated only to business to business sales. Our mission is to help you achieve your sales potential!