



MARCH NEWSLETTER

Keeping a notebook of all the deals, won or lost or no decision may be helpful. There is a lot of relevant information you can garner from this exercise. You want to know what you are doing that is helping you win and what happened on the buyers side that prompted them to engage and what outside or inside factors accelerated or stalled your sales cycle. Were there objectives that that allowed you to close the deal? Was your approach a little different? Does time of day or day of the week affect your success rate? Do you notice wearing certain colors to be more affective?

On the other hand it is very helpful to go through the same process with your losses or no decisions. To turn this around it might take a small adjustment. What made sense at the time but in practice did not work. Looking at no decisions may allow you to understand when would be the best time to reengage.

Remember:

You may not “close the deal” when you first meet with your clients

- 48% of sales people never follow up with a prospect.
- 25% of sales people make a second contact and stop.
- 12% of sales people make a third contact and stop.
- Only 10% of sales people make more than three contacts.
- 2% of sales are made on the first contact.
- 3% of sales are made on the second contact.
- 5% of sales are made on the third contact.
- 10% of sales are made on the fourth contact.
- 80% of sales are made on the fifth to twelfth contact.

These statistics tell you that a deal not won maybe just a deal that hasn't one yet!