Innovate Your Touch Points

Touch Points bring the customer's experience to life.

Research indicates that it takes 8-14 attempts to actually speak with a potential prospect. If your team is actively prospecting, there are plenty of prospects in the pipeline still seeking that first appointment. Your sellers are leaving voice mail and email messages to no avail. The sellers are ranting, "No one is calling me back."

People don't call back for many reasons, even if they are likely buyers. So what's a seller to do? For starters, it's about improving their attempts. Place the effort into developing each touch point so different in their look, feel and taste that the buyer is compelled to respond.

Sales Huddle Energizer

Select a minimum of 5 prospects or customers in the current pipeline and design the next 4 attempts with the assumption that 4 is more than enough. 4 really good attempts will beat the standard of 8. Brainstorm what message and/or information to include in the attempts.

Share these idea starters:

- Send a "something of interest email" positioning the seller as an industry expert.
- Sign up for industry newsletters, read category specific magazines, set up Google Alert® for key words to find the best information.
- Share a recent success or case study with a similar business.
- Begin a Monday Market Update or Tuesday Trend Update emailed weekly.

Now your sellers are differentiating themselves from the competition.

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