

Removable Obstacles

Moving a buyer through your pipeline... that's YOUR objective, not theirs. Remove any obstacles and you are now on their timeline.

Moving a buyer through your pipeline . . . that's YOUR objective, not theirs. Chances are unless the buyer contacted you, you are at the mercy of THEIR timeline and THEIR decision-making process. There is no magic formula, winning words, or silver bullet to compel a customer every time, but one way sellers can potentially advance sales is to REMOVE ALL THE OBSTACLES for buyers. What are your removable obstacles?

Sales Huddle

1. Each sales rep selects an account who is stalled in the process.
2. Share this example:

A potential patient walked in the door of an eye doctor's office to ask questions and make an appointment for an eye exam. They asked the receptionist if the Dr. was on her ABC insurance plan. The receptionist could have answered, *"Sorry, no, we don't file that insurance, but you can pay for your exam and send your receipt to your insurance company for reimbursement"*. But, instead, she answered, *"We are not in-network with that plan, but we'll help you file an out-of-network claim right here on the same day as your appointment," and then proceeded to pull the reimbursement form and stamped envelope from a file folder and said, "After your exam and payment, we fill this out with your receipt and drop it in the mail for you. Are you looking to get in within the next few days? Here's our first opening . . . "* Then the patient scheduled her appointment. Seemingly not bothered that they would pay out of pocket first. The receptionist removed nearly all the obstacles for her - SHOWED her how easy it would be to make her visit and file the claim.

3. Break your team into smaller groups. Each group selects one sales rep's account. As a group, explore where in the sales process it is stalled and ideas to remove the obstacles.
4. Large group: Each group reports out their findings.