

No More Prospecting Silence

Be proactive rather than reactive in dealing with a prospect potentially going silent after a great sales conversation.

Your sales reps get the appointment and then there's radio silence. The customer doesn't take the reps calls or answers their emails. It's quite frustrating for the rep and you, because this effects your forecast numbers to be even less accurate than you thought. Only the prospect really knows what's going on with their non responsiveness, but your reps can take one of these two actions to prevent radio silence from ever happening again.

Sales Huddle

Challenge your sales reps to take one of these two actions for each prospect connection starting today:

Action 1: Set the next appointment before the conversation ends.

Stop leaving the meeting saying, "I'll be back in touch next week." That's too vague and does not require any positive engagement from the prospect. Ending the conversation with, "Let's place a date on our calendars now to circle back with the information you requested." Calendars come out and now the prospect is actively engaging in selecting a date and time.

Action 2: Schedule a 10 Minute Check-in Call

You may get push back for a next meeting because the prospect wants to confer with others, or they need to invite others and aren't certain of their availability or many other reasons. Minimize their risk by suggesting a 10 Minute Check-in Call to see where they are at. It looks like this: "Let's put a 10-minute check-in call on the calendar for Wednesday at 11 to see where we are with (xyz) and then go from there."