



Business Munch

www.salespartners.co.nz

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Developing great sales professionals who can compete and win

Food for thought from Sales Partners

Hi and welcome to the Business Munch where we aim to stimulate your thoughts on how you sell. To Munch on this month:

Starter: Follow up or hassling? – it's a fine line
Main Course: So how do you follow up?
Dessert: Missed out on a tender you thought you would win?

If you know anybody who would be interested in reading the Munch, then please forward this on to them.

Starter

Follow up or hassling? – it's a fine line

We received a cold telephone call at home a couple of weeks ago from a company offering private tuition for children. Like most parents there is nothing better to stir our emotions than getting the best for our children. Their cold call was successful and we met with a sales representative a few days later.

As the meeting ended, we were promised a follow up call in a couple of days. That was fine – it gave us time to talk and were to expect a call.

Half an hour after the meeting the phone rang. This company wanted to arrange another meeting with us. We said 'no, the lady who has just seen us is calling in a couple of days time, we'll talk to her thank you'. We then received several more phone calls wanting to know if we had made a decision or wanted another meeting. All of them were polite and none persuasive, but all were hassling.

This is an extreme case and I'm not suggesting all sales people hassle their prospects, but it raises the question of where the line is between respectful follow up and objectionable hassling.

In this case they didn't seem to get it that every call lessened their chances of getting any business from us.

Let's be honest here, when was the last time you made a follow up call to a client and they said – 'thanks for calling. I've been waiting for days for you to call so that I could give you the order'. Buyers don't do that. If they want to and are ready to do business they call you. Don't they?

But we all know, follow up is necessary.....

Keeping in touch!

*If you do not wish to receive future editions of the Business Munch, then please let us know straight away.
[unsubscribe](#)*

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Need a speaker for your next sales meeting?

Call us to discuss how we can provide some food for thought for your sales team....

Main Course

So How Do You Follow Up?

Follow up is necessary. You have to progress the sale. People are busy, reprioritise and forget things. They need help in making a decision, and your call may provide that help through your ability to aid the logical decision or influence emotion.

But self serving questions don't help or encourage anybody to buy.

Don't pour your credibility down the drain by looking like a desperate sales person and asking the obvious questions like 'have you decided yet?', or the dreaded 'can I do anything more to help'?

So how do you follow up, build trust and maintain credibility at the same time?

1. At every engagement with the client, set the next step then stick to it.

This way you are managing the clients' expectations, and will not appear to be hassling.

If you have agreed to talk again in a weeks time, then talk again in a weeks time.

If you are sending some information by the end of the week, then send it by the end of the week. Include a note to say what will happen next, then stick to the next step.

2. When you make the follow up call be prepared to discuss their business, not yours.

(Your business is what you want to know – did they receive the information, when are they going to place the order, what you can do to help?....)

Their business is about how you will:

- Reduce their costs
- Improve their process efficiency
- Help them become more profitable
- Find ways to get ahead of their competition
- Anticipate and solve future problems

If you do this well, the answers to your questions of when a decision will be made and what you should do next will come out in conversation.

On long lead time opportunities, consider these ways to maintain contact and build trust with the client:

- Send some additional information, a report, or a website link that will be of use or value to the client.
 - Introduce clients to your network
 - Help at a project or event
 - Be there when a client is not expecting it – eg, send a card or make a 'good luck' phone call.
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Dessert

Missed out on a tender you thought you would win?

New Learning Programme – Selling with Integrity

This is NEW – How to bridge the buyer/seller divide

When was the last time:

- You missed out on the big tender you thought you would win?
- You submitted several proposals but they were rejected?
- You seemed to be negotiating too early?
- You experienced buyer resistance?
- You got stuck when it came to nailing down the contract?

'Winning with Integrity – Bridging the Buyer/Seller divide' will help you and your team overcome these challenges. This new customer focused programme dispels the common myths of selling and buying, and gets down to the street wise reality of what needs to happen for the buyer and seller to reach mutual agreement. Achieve this with the vital ingredient of integrity intact and the result will be long term clients generating high value business results.

Why is it different?

In all sales training courses I have done in the past, I always thought how much more beneficial some sessions would be if professional buyers were contributing to the discussion and activity.

To enhance the learning experience for participants I have got together with Margaret Gilbert of Corporate Contracts to develop this new learning programme. Margaret is a nationally recognised procurement consultant, trainer and prolific author. <http://www.corpcontracts.co.nz/>

We jointly present this course, so unlike most sales training, Winning with Integrity really does get down to how to bridge the Buyer/Seller divide.

Selling with Integrity is offered through the NZIM in Wellington as a public or in-house course.

Public Course Date: 13-14 June (full day programme) and 4 or 11 July (2 hours personal follow up)

Want to know more?? - Call me on 04 586 4733

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A Parting Thought

Don't celebrate closing a sale, celebrate opening a relationship.

Patricia Fripp

Have Fun!

.....**Paul**

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