

GETTING DEALS UNSTUCK GUIDE - FEEL GOOD ABOUT SELLING

Following are five ways to help get a deal unstuck. These messages are meant to be short, simple, specific (ask for what you want), and they're designed to get a response. As always, adapt to your context with a spirit of helpfulness. They can be an email or a guide when you're speaking with a prospect.

ON THE LINE: Deals <u>right</u> on the line (and a few ways to approach them):	Tips
<ol style="list-style-type: none"> 1. I know you're busy, and I can't imagine this would make any difference, but if I were to offer you net 45 terms, would that allow us to get an agreement signed today? 2. I know you've got a lot on your plate, and I can't imagine this would make any difference, but I want to try to help. If I was able to save you \$1,500, would that allow us to get an agreement signed today? 3. I know you're busy, and I can't imagine this would help, but if I was able to reduce the training costs by \$500, would that allow us to get an agreement signed today? 	<p>Know the incentive that matters to your prospect. Otherwise, you'll keep offering and get nothing. Note the empathy (you're busy) and the tone - it's up to you - no pressure.</p>
STALLED DEALS: with stalled deals, find out what matters to the client:	Tips
<p>I know you're spinning a lot of plates at the moment. Given the times we're in, I want to help. I was wondering if there was a commercial incentive I could offer that would help you. Are you open to this, or should we just talk at a later date?</p>	<p>Find out what, if anything, would make a difference</p>
GONE QUIET: When your prospect goes quiet (e.g., doesn't respond to calls, emails):	Tips
<p>I suspect you're juggling a lot of balls these days. This may not resonate with you, but I had an idea I wanted to run by you. Are you free to chat tomorrow at 3:00 or 5:00?</p>	<p>Get them on the phone.</p>
ENDS MATTER: use the end of month, end of quarter, or EOY to your advantage	Tips
<p>I appreciate the work we've been doing together. Given your full plate, I can't imagine there are any ways we could get an agreement signed by the end of month?</p>	<p>People like to wrap things up</p>
VOICEMAIL: 15-second voicemail followup (tone matters - warm, calm, confident)	Tips
<p>Hi [first name]- it's Ted. I suspect you're super busy. If you could check your email and respond I'd appreciate it. Thanks, [first name]. Talk soon.</p>	<p>VM helps get a response to email</p>