



FEEL GOOD ABOUT SELLING - GETTING DEALS UNSTUCK GUIDE

Following are five ways to help get a deal unstuck. These messages are meant to be short, simple, and specific. They're designed to get a response. As always, adapt to your context with a spirit of helpfulness. They can be an email, video, 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 |
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| <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 |
| 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? | Find out what, if anything, would make a difference |
| GONE QUIET: When your prospect goes quiet (e.g., doesn't respond to calls, emails): | Tips |
| 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? | Get them on the phone. |
| ENDS MATTER: use the end of month, end of quarter, or EOY to your advantage | Tips |
| 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? | People like to wrap things up |
| VOICEMAIL: 15-second voicemail followup (tone matters - warm, calm, confident) | Tips |
| 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. | VM helps get a response to email |
| VIDEO: short 30-second videos get responses | Tips |
| Video has a much higher response rate. Consider using short videos (less than a minute) to engage your prospects - you can send the video thumbnail via email. Bonus - send a LinkedIn voice message - these are very effective. | Free Google Chrome extension called Soapbox |

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