

Get To "NO" As Quickly As Possible

By Joe Heller, High Performance Sales Coach

It is better to get one make-able deal than to pursue twenty unmake-able ones. - Robert Ringer

An entrepreneur must make a decision about what deals to pursue and which deals to throw away. As your sales prowess and marketing savvy grows, more opportunities will come to you. Choosing which deals to pursue and/or reject become a very important and sometimes difficult task. This decision making process must have a framework that you can use to evaluate each situation.

Having a pre-defined criteria helps to remove emotion from the process and help you standardize your prospect selection on only the best prospects for you.

Early in my selling career I would go out and call on anyone who would see me (i.e. unqualified prospects). I wasted my time, energy and resources in countless meetings with deals that would never close. I quickly decided that this was not for me. I began to recognize the need to fill my sales funnel with "high-probability" prospects.

I defined what my best client looked like and invested my time focusing only on clients who would give me the greatest return on my investment with them.

Even with the "high-probability" prospects, I learned to judge how to invest my time based on the statistical probability of a return for time invested.

The key was to select the prospects that would best understand the benefits that my product/service delivered.

Learning how to target "high-probability" prospects helped me to become the #1 salesperson in my company with time to play golf, travel, etc... I have also used this strategy to build a \$30 million company (in only three years).

Today, I employ the same qualification mechanism with my consulting practice. I help my clients get to NO as quickly as possible by a process of disqualifying a potential client before they can waste valuable resources.

The goal is help my clients do "make-able" deals and walk away from "unmake-able" deals at the beginning of the process instead of at the end.

In summary, this lesson conveys one of the most important ideas about peak productivity selling --- get to "NO" as early and as fast as possible or have unqualified prospects suck the lifeblood right out of you.

One final note; in order to become a successful in selling you must become an avid student of what works in selling. I developed the Revenue Warrior Selling System (TM) to give you a competitive advantage and succeed against your most challenging competition. You can find the Revenue Warrior Selling System (TM) on my site <http://www.JoeHeller.com>. Go there right now and click on the Revenue Warrior Selling System (TM) to learn more. It's a great resource from my personal library for yours.

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