

Sales Tip!



Why Is It Taking So Long To Close Deals?

To answer this question, let's look at 11 factors that historically support shorter sales cycles. Shorter sales cycles are generally not impacted by delayed closings or business lost to competitors.

Here are the factors:

Make Decisions - If you make buying decisions without having to think it over you will find a way to get your prospects to make decisions too.

Consultative Seller - If you or your salespeople can sell consultatively they can uncover the compelling reason to buy, a motivator that creates urgency and shortens the sales cycle.

Qualifier - If you qualify thoroughly there will be fewer opportunities for premature demos, quotes, proposals, and presentations that lead to delayed closings and lost business.

Won't Accept Put-Offs - The ability to ask questions after being put off can lead to getting business closed at the first closing opportunity.

Doesn't Need to be Liked - If you or your salespeople don't need to be liked they will accept fewer put-offs because they won't be worried about asking the next question, pushing back, or challenging the prospect.

Controls Emotions - If you or your salespeople do not panic in the heat of battle or become too excited when they hear what they want to hear, they can control the sales process more effectively.

Able to Discuss Money - When you or your sales people are able to discuss finances they are more likely to uncover the actual budget and confirm the prospect's ability to spend it. That tends to prevent most of the delays blamed on money.

Rejection Proof - When you are not affected by rejection you are less likely to avoid asking questions that could result in a "no".

Skeptical - When you have a healthy skepticism, you can avoid happy ears, not mistake put-offs for promises, and have much better sense for what is reality.

Supportive Beliefs - When you have beliefs that support ideal sales outcomes you can be more successful.

Effective Sales Process - When the sales process lends itself to repeatable and desirable results, sales cycles tend to be much shorter while conversation ratios tend to be much higher.

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