

Title:

7 Ways to Stop Chasing Decision Makers

Word Count:

1325

Summary:

As far as you're concerned, you've done everything right. Talk about being set up to believe e

Keywords:

cold call, cold calling, sales training, phone selling, phone prospecting, sales prospecting,

Article Body:

<p>You've put your heart and soul into doing what you're best at -- explaining the benefits of

<p>As far as you're concerned, you've done everything right.</p>

<p>Now you're on the phone with your contact. You're hoping this will be your last conversatio

<p>Finally you ask, "So, is the agreement ready to be signed?" There's a silence, and then you

<p>Talk about being set up to believe everything was going to be smooth sailing -- now a big w

<p>Most important, what can you do to stop this from happening again?</p>

<p>Don't despair! Here are seven ways to end the chasing game with decision makers:</p>

<p>1. Understand the psychology of working in an organization.</p>

<p>No one in an organization wants to make a wrong decision and then be left holding the bag a

<p>So, even if your contact tells you that he or she is the only one making the decision, in m

<p>2. Make sure your contact has the authority to sign the agreement without approval</p>  
<p>from others.</p>

<p>How many times have you been told: "I'm the decision maker, and I decide if we'll purchase

<p>It's amazing what happens when you ask this question. First, there's likely to be a short s

<p>3. Don't panic when you discover other decision makers are involved.</p>

<p>Don't get thrown off track when you suddenly learn, deep into the sales process, that other

<p>4. Suggest a conference call to connect with the decision makers.</p>

<p>Suppose you find out that two other decision makers are involved. Now you have a total of t

<p>Here's how to avoid this: You simply say, "Okay. No problem. Sounds as if Mike and Julie ar

<p>5. Work with your main contact to set the agenda for the conference call.</p>

<p>If your contact agrees to the conference call, spend some time working together on a well-t

<p>Why is this important? Because many times contacts are reluctant to pull together a call be

<p>6. Ask your contact to arrange the conference call.</p>

<p>When you suggest a conference call with all the decision makers, it's important to put your

<p>To avoid accidentally triggering any "sales alarms," simply ask your contact if he or she w

<p>7. Get to the truth about where the deal stands.</p>

<p>So you have the conference call and you feel it went well, with lots of good discussion. Yo

<p>You want to get that answer without asking outright, but you can't until you've uncovered t

<p>These seven tips will help you put an end to the dreaded game of chasing decision makers.</p>

This is a demo version of txt2pdf v.10.1

Developed by SANFACE Software <http://www.sanface.com/>

Available at <http://www.sanface.com/txt2pdf.html>