

Title:

Dead Silence From Your Prospect : The Worst Sound Of All

Word Count:

650

Summary:

You've identified a real need and developed a reasonably solid relationship. You've determined

Keywords:

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

Article Body:

<p>Could this be the worst moment in your selling cycle?</p>

<p>You've done all the right things with your prospect:</p>

<p>- You've identified a real need and developed a reasonably solid relationship.</p>

<p>- You've determined that your prospect is interested in your solution.</p>

<p>- You've had a couple of great meetings or conversations that let</p>

<p> the prospect move the sales process forward.</p>

<p>- You've supplied everything needed to make a final decision.</p>

<p>- And you've followed up, as customary, by leaving messages or e-mails to see if you can ge

<p>Not a word. Not a peep.</p>

<p>"I don't get it," you say to yourself.</p>

<p>"Everything was going so well, there's definitely a fit, we had a good relationship.</p>

<p>Then, all of a sudden, nothing.</p>

<p>What went wrong?</p>

<p>I know this feeling well because just about everyone who gets in touch with me (and I speak

<p>The only person who can solve this mystery is -- guess who? Your prospect.</p>

<p>You may have done all the "right" things throughout the sales process, but, somewhere along

<p>Why not?</p>

<p>Because in most cases prospects don't want to hurt your feelings by telling you something t

<p>The problem is, something in your selling approach (your tone of voice, your attempt to cre

<p>However, what your selling approach must do is let prospects feel comfortable telling you t

<p>This is the gap that makes it easier for prospects to break off communication, because keep

<p>So, how do you get to it?</p>

<p>Not by moving forward, but by moving backward to try to repair the hidden break in the rela

<p>1. Just Give your prospect a call (avoid leaving a voicemail, and send an e-mail only if yo

<p>2. "Hi John, it's Ari with XYZ company, how are you? John, I'm not calling about moving the

<p>In other words, you apologize.</p>

<p>That's right -- you apologize because it's crucial for you to take the high road and be wil

<p>However, most of the time, prospects will find your apology so disarming that they'll stop

<p>Try it, and let me know how it goes.</p>

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