

Habitual Tendencies

I've tried everything I can think of to make this person buy and I'm not getting anywhere. What do you suggest Mike? Well, have you become a habit to this person? I've heard that it takes 7 no's to get 1 yes for a salesperson to open up a new prospect. Most people think they need to get rejected by 7 different prospects. I say go visit the same person 7 times and you get the yes from most every prospect.

Here's how:

Most sales representatives give up after the first or second no. You go about putting in your prospect calls and feel that you accomplished a lot that day. Well, 10 calls, I'll call it a day! Or, I beat my budget this week; I can blow off the rest of today. This just proves that you are an "order taker" and not a consultant. That's right I said it. You are not bringing anything to the table, yet! As a successful consultant, you pounce on all of your competitors who do what I just stated.

Why do you see failure so many times?

You didn't ask the right questions on the best time to reach the decision maker. The most widely used form of contacting prospects is cold calling. It is also the most ineffective. Find out the best time to stop in and see the decision maker and you now have the first step in building a habit for them. That's right, a habit!

Most people are content and resistant to change. They go about their daily routines and are satisfied with the results they achieve. Whether they are the best results or not for them, they are satisfied. You on the other hand want to be a part of this routine. You need to establish on a consistent basis a time slot that the prospect will see you.

Example: You've showed up 2 weeks in a row to see Bob and he is not there. You should have asked someone the first week when he will be there and stop in that time or call him to let him know you're coming by. Once you see Bob on the first visit, ask if this is a good time to see him. If so, great! You're in like gold! If not, ask him when the best time to visit with him is.

Now, as I said, once you've established a time slot, you are in like gold and ready to shine. Time is our most valuable asset. That means both Bob and your time! Make his time with you worth his while. I want to caution you, you better bring a value to your regular schedule meetings with Bob. Don't become a "professional visitor", your just wasting both you and Bob's time. You want to establish why you are visiting him and what you bring to his table as a consultant. Which are great products, services, and ideas as well the features and benefits in dealing with you as a consultant.

I've seen successful examples of becoming a habit on many occasions. It's not easy, because as they say, habits are hard to break. Imagine if you become one to your prospect. You now are part of his routine and Bob expects to see you. I was with a consultant not too long ago and we were 30 minutes late for a meeting with a prospect. Upon arrival, the prospect was pointing at his watch. You see, the last three meetings

were the same time each week. She became a habit to this prospect and now he is an account of hers. That's what I'm talking about.

Look at your best customer. Do you have a similar routine on each visit? How did that happen? Well, you have a comfort zone with that customer. I'll bet that each of your customers are a bit different. I'll also bet that you probably had to adjust more to their tendencies than they did to yours. We are sales consultants. Successful ones break habits everyday. We take different routes, use different selling methods, and we just plain learn something new everyday. Unsuccessful one's try to have the world adapt to them. Good luck trying to change the world.

Great Selling,

Mike Popella

