



SALES ACTIVATION GROUP

7 ways sellers fail at prospecting

Using the same process and language for all prospects

Sellers should segment their database so they reach different prospects with messages and techniques that resonate with and engage them. One of the most common mistakes here is when the same conversation takes place with inbound and outbound leads.

Focusing on quantity versus quality of prospects

Having a pipeline full of unqualified prospects creates havoc on a sales team by wasting time, energy and resources. And it makes it literally impossible to accurately project revenues.

Not allocating time each day to prospect and follow up

In order to gain new and follow-on business, your team has to establish and build relationships. To do so they must have a plan to regularly engage with prospects and clients. Thinking about and planning to prospect is not prospecting. Your team establishes trust by quickly (within 48 hours) following up to deliver on promises made. Time spent in these two activities will yield more business than anything else.

Ignoring some of the most effective prospecting tools

While every seller has a preferred tool to use when prospecting the most effective way to attract the attention of new customers is by using all of the available tools. Define how many of each behavior you need to achieve desired results, set metrics against those numbers and be accountable to them.

Thinking that social media is the magic pill

It's part of the equation today for sure, but only a part. People do business with people they know, like and trust. At some point a conversation will be necessary, in best case scenarios the interaction will include a handshake.

Jumping in with a solution too soon

Many times even teams that are good at probing and listening begin to speak about their products and solutions too soon. Before any problem can be fully solved it must first be clearly understood.

Allowing their fears (mostly perceived) and judgments to limit behaviors

And this is the big daddy of them all. When a seller feels that 'cold calling is a waste of time' they aren't likely to do it. If managers aren't comfortable with prospecting their team won't be either.

The sellers who are in the top 5% in their field spend 50% (half!) of their time prospecting and creating value through conversation and ideation.

New and follow-on business is essential to every company's growth. Are you getting your fair share?

