SMARTer Entrepreneurs

Good prospects go quiet, then buy from someone else

Five places to look, and how to choose where to start

There is a particular silence that follows a good meeting. You assume they are busy. Some weeks later you find out they were, signing with someone else.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Find out how and when they will decide. You do not know what happens between now and their decision.			
2. Know who else they are talking to. You rarely ask, and the competitor comes as a surprise.			
3. Make the cost of waiting clear. They agree the problem matters, but nothing makes it urgent.			
4. Stay in touch with something useful. Your follow-up is mostly "just checking in".			
5. Ask why when you lose. You find out you lost, but never why.			

An example

A marketing agency kept losing warm prospects to rivals. It began ending every first meeting by asking what would happen between now and a decision, and by when. Many of its warmest prospects turned out to have no decision date at all, so it stopped counting them as warm.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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