SMARTer Entrepreneurs

We lose and never find out why

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

Losing a piece of work is bad enough. Losing it without knowing why leaves you free to lose the next one in exactly the same way.

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. Ask the prospect, kindly. Once you hear no, you stop calling.			
2. Ask the same few questions every time. When you do ask, it is a different conversation each time.			
3. Look at wins as well as losses. Deals are only discussed when they go wrong.			
4. Look for the pattern every quarter. Each loss is treated as a one-off.			
5. Fix the cause, not just the proposal. The answer to every loss is a sharper proposal.			

An example

A firm of consulting engineers began calling every lost prospect a fortnight after the decision, with the same three questions. A pattern soon appeared. It was rarely price; more often the winner had met the person who decided, and they had not.

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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