SMARTer Entrepreneurs

Lots of sales visits, but few orders

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

A full diary of sales visits feels like progress. It only is if some turn into work, and when most do not, the cause is usually before or during the visit.

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. Meet fewer, better prospects. You would visit almost anyone who agreed to see you.			
2. Ask more, tell less. You spend most of the meeting presenting what you do.			
3. Meet the person who decides. You often find out later that someone else made the decision.			
4. Agree the next step before you leave. Meetings end with "we'll be in touch".			
5. Compare the visits you won with those you lost. You have never looked at what the wins had in common.			

An example

The two directors of a small engineering consultancy were out on visits most weeks but winning little. Every win, it turned out, had started with a recommendation and a problem the client could name. They dropped visits with no problem to discuss, and asked for introductions instead.

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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