

HOLD YOUR PROSPECTS ACCOUNTABLE AND AVOID THE STALLED DEAL

Stalled is not a stage in the sale cycle.

Don't let the prospect off easy by abdicating control of the sales cycle to them.

Set the expectations of the sales process early – for yourself AND your prospects.

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AGENDA

- ▶ The Importance of Holding Prospects Accountable
- ▶ Why You are not Holding Prospects Accountable
- ▶ **It's Your Game ... Play it Your Way**
- ▶ 5 Tactics of Staying in Control of YOUR Sales Cycle
- ▶ Establishing Consequences for Bad Behavior
- ▶ Recognizing When to Walk Away
- ▶ Q & A and Conclusion

THE IMPORTANCE OF HOLDING PROSPECTS ACCOUNTABLE

- ✦ Makes Your Life Easier
- ✦ Keeps You in Control of the Sales Cycle
- ✦ Reduces the Length of the Sales Cycle
- ✦ Helps You Identify Real Buyers More Quickly
- ✦ People Want Structure and to Understand Expectation



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WHY YOU ARE NOT HOLDING PROSPECTS ACCOUNTABLE

- ▶ You Don't Know How
- ▶ It is Uncomfortable
- ▶ You Have a Fear of Losing the Deal



IT'S YOUR GAME...

PLAY IT YOUR WAY

- ▶ The Prospect is Playing in Your Sandbox...These are Your Rules
- ▶ Share Your Rules Early and Often
- ▶ Gentle Reminders Might be Necessary
- ▶ It is O.K. to Say “No”



5 TACTICS OF STAYING IN CONTROL OF YOUR SALES CYCLE

- ✦ Construct an Up-front Contract That Gains Agreement on How YOUR Sales Process Will Run
- ✦ Create a “Culture of Accountability” with the Prospect
- ✦ Give Prospects Homework and Deadlines and Hold Them Accountable
- ✦ Establish Consequences for a Prospect’s Bad Behavior
- ✦ Determine What Your “Walk-Away Point” Will Be and Have a Non-Personal, Implementation Strategy



ESTABLISHING CONSEQUENCES FOR BAD BEHAVIOR

- ▶ If 'X' Doesn't Happen, How Should We Handle That?
- ▶ Have a Succinct Message and Delivery to Re-engage the Prospect
- ▶ Involve Others – Your Company or Theirs
- ▶ Know Your “Walk-Away Point”



RECOGNIZING WHEN TO WALK AWAY

- Prospect Is Ghosting You
- Prospect Will Not Follow-up With Their Homework
- Prospect Continuously Gives You Excuses Why the Deal Is Not Moving Forward
- You Think the Prospect Will End Up Being a Pain-in-the-ass Client



Q & A

CONCLUSION:

- ▶ STALLED IS NOT A STAGE IN THE SALES CYCLE
- ▶ ESTABLISHING A CONTRACTUAL PLAN AND GAINING AGREEMENT CAN KEEP YOU AND YOUR PROSPECT MOVING FORWARD
- ▶ KNOW WHEN TO SAY “NO” AND DON’T BE AFRAID TO DO IT

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THANK YOU