80%.....Of all sales made after the fifth call
48%.....Of all salespeople, call once and quit
25%.....Call twice and quit
10%.....Keep on calling

These statistics are close to the mark in all selling forms, be it a service or product you sell.

I think that we all know…

SALES DON'T JUST HAPPEN.

I have created a diagram to illustrate the real-time that your buyer is available to sell to.

Just email me at mikebrunel.com for a copy.

Why do many salespeople thrive when others do not? Here are some ongoing practices I observe every day.

1. Always add to your pipeline.

Not continuously adding to your pipeline is often a mistake that salespeople make once they have established a solid ongoing sales funnel. If you continue to add to your sales pipeline, then if that long-established client decides that this month they will not buy this, then it does not matter because you have more potential opportunities in your pipeline.

If you are always taking the position of helping and assisting your client, then your pipeline will increase. If you are only filling up your pipeline when you are desperate, many clients will sense that, and you will come across as desperate.

2. Never assume they need you.

I have noticed that many salespeople leave a message with a client or a voicemail, and they think it ends there. They think they have done what they had to and then move on. Depending on your relationship with that client, they may or may not call you back. If you

want to do business with them, you have to plan that call and decide the ongoing strategy to get the person to respond. Create a proactive message for them to call you back.

3. Sales potty training.

For those that may have had young children, there was a time when you had to train them to go to the toilet. In my experience (a while ago), I always used to say, “Pee or get off the pot”. In other words, make a decision. There will be times when you have to make a decision to get off the pot.

Some clients need to be let go. You need to figure out whether a prospect is serious about working with you. A promising pipeline is full of qualified prospects, not “tyre kickers.”



All pipeline activities have to support your key messages, and understanding who your client is and where they play is vital to successful sales.

Good selling

Mike

PLUS: Whenever you're ready…

Here are 3 ways I can help you make more sales in your business – whether your business is big or small.

1. Try the new 7 Days to Sales Success Framework.

Make More Sales in 7 days. The framework of everything you need to start making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. Click here to find out how you can grow your business by increasing sales.

2. Join our Private Facebook Group – The Salesmindset Inner Circle. Get all the latest up-to-date sales ideas.

Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here.

3. Work with me One-on-One.

If you're a small or large business owner or in professional services, you might have a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 15-minute Brainstorm call with me by click here.