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

These statistics is pretty close to the mark in all forms of selling be it a service or product 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 actually available to sell to.

Just email me at mikebrunel.com for a copy.

Why do many some sales people 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 strong 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, 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 then 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 that they have done what they had to do and then move on. Depending on the relationship you have with that client they may or may not call you back. If you do want to do business with them then 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 if a prospect is serious about working with you or not. A good pipeline is full of qualified prospects and not “tyre kickers”



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

Good selling

Mike