

Why Perseverance Pays Off

Written by Steve Marr

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Anyone who makes marketing or sales calls will experience people who send clear signals that they don't want to talk to you. They may be polite but quickly send you on your way. Others may not look up from their computer screen or use body language to suggest that the sooner you leave, the better.

I have learned that that when you have an A-list prospect who has rejected you, it is still effective to make another contact for several reasons.

The first reason is that the person who rejected you may have left. You'll never know if you fail to make regular visits. A new face gives you an opportunity to establish a new relationship.

Second, circumstances may change. A customer may have new needs. Perhaps the prospect faces additional pressure to cut costs. If you're able to demonstrate savings, you may get a hearing that was not likely in the past. Or perhaps the service needs updating, and you can offer more than their current provider.

Third, a competitor may have failed in some way. I work with a damage restoration company. I made a visit to an insurance agent at 10 o'clock one morning, hoping to establish a referral relationship. Unfortunately, I got the heave ho. Two hours later I received a call from the same agent asking if we could cover a job that their regular provider declined. It opened the door to future opportunities as well.

Fourth, persistence pays off. When I was in the import export business, our most successful salesman, Jack, would repeatedly visit his target prospects. Over time, the prospects interacted with Jack more than their regular contact person. Eventually, conversations occurred that helped Jack understand the needs of a prospect and uncover ways to meet those needs. Repeatedly Jack would successfully get at least part of the business and often most of the business. Jack may have heard "no" 20 or 30 times, but his persistence won out.

Jesus said, "Keep on asking, and you will receive what you ask for. Keep on seeking, and you will find. Keep on knocking, and the door will be opened to you." (Matthew 7:7, NLT) While persistence will not win every customer, it will create some openings and is worth adopting as

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part of your strategy.