

Best Practices for Following Up on Leads



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About SPEARity

- Darren Fisher CEO/Founder
- Started w/ DFC 2010
- Air Force Veteran
- Think Act Lead Strategically
- Coaching | Training | Consulting



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What do you expect to learn?

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Overview

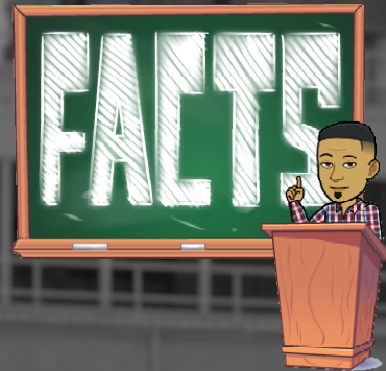
- Mark the Goal
- Measure the Process
- Meet Regularly
- Make it Visual



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Sales Facts

- B2B buyers are 5 times more likely to engage when introduced
- Sales process takes 22 % longer than 5 years ago
- “80 % of buyers say “no” four times before saying “yes”



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Sales Myths

- Sales is a Numbers Game
- One Pitch Fits All
- First Three Minutes Determines Sale Success
- Talk Until You Close the Deal
- Scripts Are for Rookies



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Mark the Goal

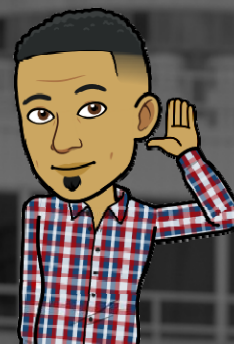
- Set Sales Targets High
 - Wins
 - Conversations
 - Appointments
 - Calls
 - Meetings



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Measure the Process

- Call with an Objective
- Be a Good Listener
- Ask Challenging Questions
- Know When to Move On
- Prioritize



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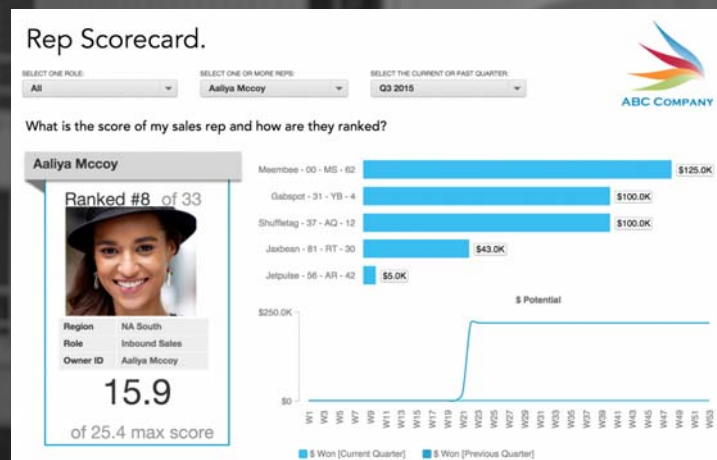
Meet Regularly

- Plan Quarterly
- Monthly
- *Weekly*
- Daily Schedule
- Use Repeat Engagements



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Make it Visual



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Take-Aways

- Set a high visual goal
- Develop a process and train on it
- Meet weekly at a minimum
- Persistence wins



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Questions



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