

Where Are You Stuck?

If you answer yes to the following questions, you need to focus on filling the pipeline:

- Are you brand-new in business?
- If you sat down to call every lead you currently have, would you be through before lunch?
- Have you already called every prospect in your book within the past 30 days?
- Are you not calling the prospects you have because you already know they don't need you or can't afford you?
- Are you in a business where it's either unethical or inappropriate to call on prospective clients, and your phone just isn't ringing?

If you answer yes to the following questions, you need to concentrate on following up:

- Do you have a drawer full of business cards from people you have met but have not spoken to since you got them?
- Have colleagues handed you leads whom you haven't gotten around to calling?
- Are there prospects who said no or didn't return your initial call whom you haven't contacted in the past three months?
- Do you have a wide network of personal contacts with whom you never talk business?
- Are there people you haven't been in touch with who inquired about your services in the past, but weren't quite ready or didn't have the funds?

If you answer yes to the following questions, you should work on getting presentations:

- Do you follow up with prospective clients consistently, but can't seem to get an initial meeting?
- Do people refuse to take your call, or brush you off quickly when you do get through to them?
- Are all your prospects already working with a competitor -- or at least that's what they say?
- Does everyone you talk to seem to think what you do is too expensive, will take too much time, or just not for them?

If you answer yes to the following questions, it's time to concentrate on closing sales:

- Are you regularly getting to the presentation stage, but don't seem to close enough sales?
- Do your prospects seem to be going through the motions of allowing you to present, but have no serious interest?
- Are you encountering objection after objection that prevents the sale from going through?
- Do you often walk out of a presentation not knowing where the clients stands?