

“The Power of the Number 7 and How to Fail in Business- 6 mistakes to avoid”

The failure of a business rests at the fault of management/owners; however the crux may lie with the softening of our society and culture as today’s salespeople/owners take the path of least resistance and guard their egos from rejection. If you know how a business fails quickly, reversing the downfall is a simple step by step plan performed bite by bite each day. Check out the following reasons for failure and see how many of them your company is prey to.

1. The King of the ONE CALL CLOSE. *Want to fail quickly?... Ignore the 7 magic moments.*

Our internal research, conducted three distinct times over the last 5 years, continues to show that there is a magic number 7 when it comes to making a sale. I’m not trying to explain it or justify it, I’m merely reporting it as it is a rule we live by. Each contact made with a prospect is valuable regardless of the time period over which they occurred or medium used for the contact.

You as our client may be a perfect example: Contact 1 - we phoned you to see your interest level; Contact 2 - we sent an email outlining our services to help your business grow; Contact 3 - we sent a follow up email to verify you received the previously more elaborate electronic brochure; Contact 4 - a salesperson phones you back to sell harder and gauge true interest; Contact 5 - we resend the electronic brochure you say you did not receive.; Contact 6 - sales calls you back again and further data is provided, questions answered, testimonials provided; Contact 7 - another sales call and finally the ability to close and complete the sale.

Our true surprise and amazement comes at the common occurrence of 7 being the magic number. Whether the initiations were 3 phone calls, 1 mailer, and 3 emails totaling 7 or 2 phone calls and 5 emails, etc., 7 was the most frequently required number of contacts. As our client, we handle most of the initial 5 or 6 contacts for you, so please don’t discount the prospect just because he doesn’t buy NOW. If you don’t know how to properly throw a prospect back to your Sales Double so that continual contacts are handled by us, CALL ME NOW.

2. Don’t tell me how to do my job. *Rule #1, Do as I say, not as I do!*

The best explanation of the problem here is to ask yourself, “Is it easier to fix my relatives and friends lives and problems or to fix my own?” It’s easy to tell the sales department to “Set goals,” “Make a list of things you must do tomorrow,” “Test your scripts and improve your sales skills,” and the list goes on. Whether you are the owner who wears three hats or the salesman who needs to be the rainmaker for the company, if you don’t implement the basics of having a plan of action to follow, your success is greatly hindered. Converse with partners, family, strangers, clients and prospects, or better yet US to ask opinions, get help and ponder

observations. You internalizing the problems you see within your company or sales patterns is simply a repetition of current and past failures. Seek new and different strategies. We work with hundreds of businesses across the nation to improve and perfect their sales. USE US!

3. **I don't think you "get me".** *Help Me Help You.*

You don't have to look far or long to see all the hustle and bustle about USP's, or the "Unique Selling Proposition", your "elevator speech". Good ol' Wikipedia has some great examples of GOOD USP's - check them out! We exist in such a world of clutter and confusion that what works best today is what worked 30 years ago, "Hot Button Salesmanship."

Security companies, you're not selling cameras and DVR's and armed personnel, you're "making sure no one steals everything you've built, Mr. Prospect." You're "making sure you have visual evidence so NO ONE can sue you or take your stuff."

Insurance agents, you're not providing a quote, you're "making sure you're properly protected and pointing out areas of weakness that could be devastating to you if something happened, and maybe even saving them a buck all the while, Mr. Prospect."

If you expect people to buy your product or service, then remove or reduce every obstacle to the sale. Speak clearly so they get why they need you in the very beginning of the conversation. Repeat that clear benefit more than once. If you want to go down the drain faster, keep using the myriad of marketing jargon that befuddles even those who created it. SalesDouble.com helps you double your sales and double your income...NOT SalesDouble.com is a proprietary, analytical, CRM, and Sales, application rendering a unique, all inclusive, full suite, of solutions for small business growth.

4. **Open dialogue or scripts.** *"Speak to my heart, and my mind will get it"*

Nothing beats a perfect script that hits home. Years ago, for a large paint contractor, we went out and asked builders and contractors some of their biggest grievances. The paint contractor client was expecting timeliness, price, and of course quality to be the big three top concerns. The number one thing we heard was completing the jobs loose ends. Painters would leave the weather-strip out of the doors and lose the screws to hinges. The number two complaint was cleanliness of the jobsite, which reflected directly on the contractor. We catered the marketing to hit home with these points while still addressing the additional points and had remarkable results, including many comments from prospects that said they felt like we knew exactly what they were thinking. Do you know what your prospect is thinking?

Scripts are great and needed, however, being able to hit home with your dialogue when conversing with a prospect shows them you are of value. If you don't know their problems then

how can you help them? If you aren't going to help them then why should they be talking with you? If you want to take "The sizzle out of Yo Fizzle," then just ask the prospect questions and nausea when what they want is someone with answers. Even the lowliest prospect thinks his time is more valuable than everybody else's and speaking about solutions with them is useful, speaking about all your features when only one is their sweet spot is going to get a hang-up and you will never make it to the magic number 7.

5. **Only one medium need apply. "I prefer email"**

Maybe you do prefer email, however maybe your delivery rate is less than 10%. Maybe your prospects buying style is verbal and emails bounce off their brain like fleas off a glass ceiling. I'm not here to say whether mailers, blogs, or RSS feeds work for your industry or not. I am, however, here to say that our system utilizes person to person contact with phone calls, emails that are personalized and also email marketing in a brochure or display format with click-thru features, audio visuals to elaborate the strongest points to those most willing and most interested, and even good old fashioned faxes when appropriate. The SalesDouble.com system you are using incorporates multiple medias, make sure you are taking advantage of everything available as you build toward that magic number 7 contact.

6. **80% of sales are generated from 12% of data group but only half of the time.**

Numbers, numbers, numbers.

As a client of ours, we focus first on the numbers surrounding your list and target market. Too small of a target and you're out of business. Too large a target and bottom line profit is affected. Many of our clients provide their own list which is fine, however, after we have called through your list, we need to review the stats of disconnects and leads and find out what SIC code is producing the best results.

If you want to crash and burn, ignore the numbers. If you want to see big numbers at the end of the year, then start realizing that the numbers are all that matter. What percent of your list is accurate? What percent of your list contains prime targets? What exact SIC code is producing the highest response rate? What SIC code is producing the highest margin or the fastest sale. How many contacts are needed to create a lead? How many leads are needed to make the sale? So here's the simple sentence we follow internally: Maximize target lists to highest producing return, while directing most effective callers with a cleansed list to entrench the USP to the proper contact, while educating the prospect sufficiently using multiple media to determine if interest level is sufficient enough for clients contact. Then we hand it over to you, our client.

And Sadly the List Goes On...

This is just a half dozen of the most common as sadly the list goes on. Our job here at SalesDouble.com is to help you eliminate obstacles to your success such as those above. The more you communicate with your customer service rep here at SalesDouble, the quicker and easier it will be to achieve your goals. Call us today at 866-231-6776 and don't be a stranger .

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