THOUGHTFUL FOLLOW-UPS

As a team of salespersons, Business Development knows the struggles of sending follow-up after follow-up to leads in the hopes of closing a deal. While receiving multiple objections can be demoralizing, remember that you could be just one call away from converting your lead!

Here are some tips for thoughtful follow-ups that our team has found success in changing potential customers' minds.

1. AN INITIAL 'NO' IS AN OBJECTION, NOT A REJECTION.

Your prospect could be inundated with salespersons going in and out of their establishment like a revolving door. They might not have the patience to talk to you, but that can change once you get your pitch in! Remain vigilant as their 'no' could really mean 'maybe'.

2. UNDERSTAND THE THREE STANDARD TYPES OF 'NO.'

'No' is not a blanket term when it comes to sales. Things like timing, circumstance, or even the wrong information can influence a prospect away from your pitch. Understanding the differences can bring you closer to reaching a deal.

Here are some simple examples:

INFORMATION: Speaking with clarity and intent when explaining the value of your offer.

TIMING: The prospect might be under a heavy workload and need time to think. Be patient and remain persistent.

CIRCUMSTANCE: Are budget restraints the concern of your prospect? Perhaps your contact is not the main decision-maker. Discuss how you can overcome these issues and offer compromises.

3. APPROACH THE CONVERSATION WITH CURIOSITY OVER PERSISTENCE.

Try to view the situation from your prospect's perspective. Understanding their point of view will show them that you're considerate of their position and will get you closer to understanding how you can provide solutions.

For example:

You: "Are you ready to start processing with EMS?"

Customer: "No."

You: "If I understand correctly, you are looking to save money on your credit card processing rates. What about the solutions we've discussed that aren't working for you?"

4. MOVE THE CONVERSATION FORWARD.

Use the information you've collected from asking your questions, like in the example above, to steer the conversation towards reaching a deal. Here are a few examples:

You: "What about the solutions we've discussed that aren't working for you?"

Response 1

Customer: "I don't understand the value it will provide for my business."

You: "I apologize for not explaining it well. Let's review that part again, and I'll try to make things clearer."

Response 2

Customer: "I need to think about this for a while."

You: "I understand. Is there anything you are unsure about we should clear before meeting again?"

Response 3

Customer: "We're already working with XX."

You: "I see. Typically, businesses processing with XX save money when switching to EMS. If you like, I can do a complimentary review of your current rates to make sure you're getting the best deal. Can I have a copy of your most recent credit card processing statement?"

Use these tips whenever you're faced with objections from a prospect. Feel free to tweak these items as needed to ensure your success!