

Keep In Touch

98% of all sales are not made on the first call. Understanding that the secret to sales success is perseverance can make life a whole lot easier. A survey* of sales executives revealed that only 2% of sales are typically closed on the first call, 3% on the second call, 4% on the third call, 10% on the fourth call and 81% of sales close on the fifth call.

These results confirm the importance of persevering beyond the first few calls. The study also showed that only 10% of sales people make the effort necessary to keep calling, but when they do, they end up with the majority of the sales. Why do so few salespeople make the extra effort to win the sale? Because it takes creativity to find five or more reasons to contact a prospect.

Here are some creative and memorable ways to “touch” prospects and increase your chances of winning their attention and their business.

- Develop a catchy introduction to help prospects remember you. For example one businessperson introduces himself by saying, “Have you ever wanted to shoot one of your relatives? If the occasion should ever come up, call me. I’m a professional photographer.”
- When sending a letter to a client, enclose a cartoon. Add a note that says, “I thought you’d enjoy a little chuckle.” This gesture won’t guarantee a sale, but it will create a happy moment and your client will associate it with you.
- Scan local papers for press releases or photos of business people. Cut the article out and send it to the person with a note saying, “I saw you in the news and thought you’d enjoy an extra copy. Congratulations on your success!” Go the extra step and laminate the article. It will cost a little, but the impression will be priceless.
- Send a clean joke along with your literature. The Internet is a great source for material, but be selective. A Google search for “clean humor” will produce many options.
- For the prospect who says she is too busy to meet with you, try delivering a “break bag.” Include a snack and drink, along with your literature and a note that says, “Take a break with XYZ company. You deserve it! Read the enclosed information to discover how our service can help make your job easier so that you’ll have more time to take a break.”
- Create a one-page testimonial sheet by asking satisfied customers what they like best about doing business with you. Put several quotes on one page, add the title, “Don’t take our word for it, read what customer’s say about us!”
- Send a lottery ticket in a card that says, “We’d feel lucky to get your business.”

81% of sales are made after the fifth call. Increase your sales by increasing your perseverance. Pre-plan creative reasons to “touch” prospects at least five times before giving up to increase your chances of winning their business. The more memorable you are, the longer your prospect will remember to call you!

*Old survey results. Studies show that the current number of contacts (or touches) needed is about 10-12, but don't worry. If you aren't making 5 touches now, start here. You can work your way up to 10-12 touches.

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