

10

# WAYS

## To Get Your Prospects

### To Call You Back

01



#### Be Pleasantly Persistence

Leave compelling explicit messages, with precise time when you will follow up if you don't hear from them. Each call should add newsworthy information.

02



#### Reference Trusted Referral Sources

Ask Colleagues and friends to facilitate introductions. Leverage the power of trusted relationships.

03



#### Study Prospects Feedback

Accept rejections with grace. Encourage feedback to learn, adapt and adjust to win future business.

04



#### Do Your Homework To Connect

Research their business and industry. Be the sales expert that can offer demonstrable value.

05



#### Not Ready? Share New Perspective

Differentiate yourself by sending fresh ideas, insights and industry news. Decision makers love competence.

06



#### Be Customer Centric

Know your prospects. Focus on their needs and satisfaction. Eliminate any self-serving language.

07



#### Sound Like a Growth Partner

Decisions makers want to buy tested and refined business solutions from vendors worthy of pursuit.

08



#### Let It Go For Now

Provide or send your contact information to uncommunicative prospects. Your last attempt should keep the door open to occasional future reach.

09



#### Tighten Your Script

Have an outline, where every word you utter or write, create urgency, value, and strategic certainty to achieve the intended results.

10



#### Be Disciplined, But Creative

State the positive impact you had on similar organizations. Stay engaged, call early or late and vary your approach to challenges.

CREATED BY  
Anthony Chaine

