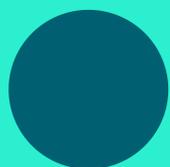
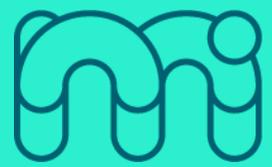


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How to Drive Momentum Through the Sales Cycle





**1. First and foremost,
Qualify, Qualify,
Qualify!**





Start by asking yourself a few simple questions...



■ Have you identified whether your solution can in fact address your prospects challenges or help them achieve their goals?

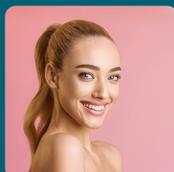
■ Have you confirmed that you are speaking to the right person / decision maker?

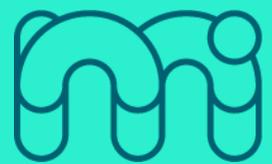


If you don't know the answer to these 2 questions, then stop the process here, and confirm!

Otherwise, it doesn't matter what you say or what you do, you won't be able to close that deal.

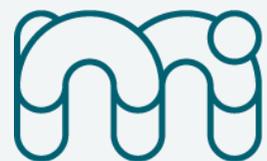
Check out our infographic on our company page to see our favourite qualifying questions!





2. Create a Sense of Urgency!





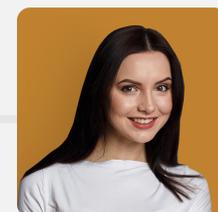
You need to give your customers a reason to move forward!

It's critical that you build urgency from your very first interaction with them.



One of the best ways to do this...

Outline your entire sales process during your first conversation. Set the expectation with them around what your process looks like, how long it will take and what will be required by both parties to deliver value at every stage of the sales cycle.

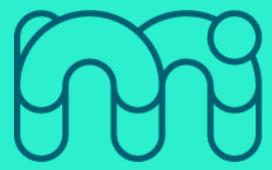


Highlighting that you will be touching base with them regularly is critical so you can drive momentum, gather information, address any objections they have as they arise and most importantly ask for the sale at the end of the process.



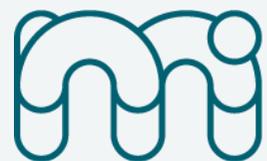
By setting this expectation from the start, you are essentially getting their buy in to drive urgency through the sale cycle and reduce their resistance when it comes time to close the deal.





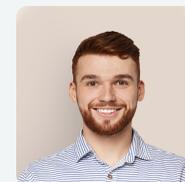
3. Communication is Key!





Transparent, valuable, and frequent communication is critical.

We don't mean overwhelming them every day with emails and calls though!



Get Creative and organise regular check-ins to decrease time between communications so you're always top of mind.

Here are our favourites to keep the momentum going...

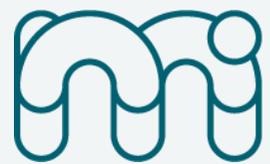
1. Set strategic due dates for specific tasks you have committed to. Remember, you don't need to send everything all at once!

Deliver one or two critical items every week so you are making progress, consistently providing value and touching base with them regularly.



The best part with this approach? Not only are you maintaining regular and valuable communication to progress the sale, but you don't drown your busy customers with information. Win/Win.

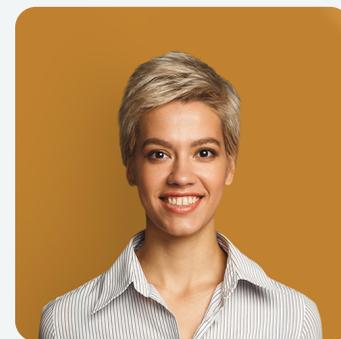
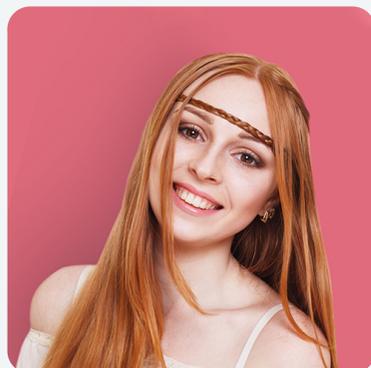


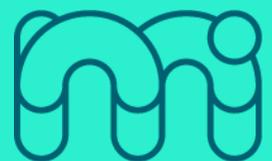


2. Schedule fortnightly calls with them, and always make sure you have a specific agenda, so you provide valuable updates to the progress to sale or give you the opportunity to ask if they have any outstanding items that need to be resolved to move forward.



Please, please, **please** don't ever send an email or schedule a call to 'touch base';
Always. Provide. Value.





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Drive Your Sales
Cycle, Impress Your
Customers, and
Close More Deals

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