

Myth Busting: Sales is a numbers game!

Sales safety in numbers?

There is a long held belief that Sales is a numbers game – the more people you touch, the greater the chance of finding a sale. But, how true is that?

By the laws of probability, it's as true as it has always been. True: but dumb. Not only dumb, but increasing your cost of sale and decreasing your probable close rate.

Many sales people seek safety in numbers and the comfort of a nice full pipeline. A full pipeline is a good pipeline after all? The reality is - not necessarily.

There is no safety in numbers if the overall quality of the leads is poor. Sure, there may be some real nuggets of gold in there, but will you or your up-liner see them for what they really are?

Chances are you may not spot them, as they are being obscured or devalued by the rest of the detritus around them.

The root cause of this pipeline mayhem is the traditional sales and marketing approach of always wanting to “Qualify In” : essentially, anyone who seemed willing to listen to them. Unfortunately, ‘being tolerated’ is not a key qualifier. There are a lot of polite people out there who just don't want to hurt your feelings.

Seek ‘sales safety in quality’

To build a meaningful, high performing pipeline, a paradigm shift in thinking is needed. Forget ‘safety in numbers’. Develop an attitude of ‘**safety in quality**’. Ensure that anything that goes in your pipeline is quality.

The first quality check is to establish if the prospect meets your **Ideal Customer Profile**. In other words : are they in your ‘sweet-spot’? Do **you** want to continue to talk to **them**? If you don't have an Ideal Customer Profile, then get one quick! It will prove more valuable than any brilliantly contrived elevator pitch or mission statement.

The second quality check is to establish if the prospect perceives that they have a problem, which you could solve. Without this perception, don't expect a sale - unless Christmas has come again. If they don't perceive they have a problem but you are convinced they do, then you are either selling to the wrong person or pitching it badly.

Having got past those quality checks, the rest of the sales process is as per the words branded into your forehead (if you are lucky) by your sales manager – make sure the lead is B.A.N.T qualified : **B**udget drawn up - **A**uthority in place - **N**eed identified and a **T**imeline agreed. If it isn't, then put it into nurture and simmer gently until ready.

For more information on how to establish ‘**Sales Safety in Quality**’, please contact Andy Kyiet of Demand Flow Intelligence on; T: +61 9439 3839, M: +61 2 402 456 027, E: akyiet@demandflow.com.au

Demand Flow Intelligence is a Marketing Execution Agency, who specialise in Lead Generation, Account Profiling and Opportunity Conversion Mentoring. www.demandflow.com.au