

Why sales is like dating

With Valentine's Day just around the corner, and our thoughts turning to all things romance, it's worth considering how closely the sales process follows the dating process.

So, here's our guide to how treating your prospects like a first date will positively impact on your sales pipeline...



1. Decide who you're looking for

We all have an ideal type that we look for in a partner, and the same is true in sales. Take the time to understand exactly which types of company you are most likely to sell to, and then, seek out the contacts you have the best chance of engaging with.

2. Make contact

Admiring from afar, and expecting them to approach you, is a risky strategy in love and the same is true in sales. Unless you have a the most attractive solution on the market, chances are you will need to make yourself known to your prospect. To be successful, you should look at approaching them using multiple mediums, such as social, email and phone. And, most importantly be persistent, but not a pain!

3. First impressions count

As with dating, when someone agrees to meet you, it's time to pull out all the stops. Make sure that what you have to say is engaging and shows that you understand what they are looking for. They are there because they want to see if you can help them achieve their dreams.

4. Listen to what they say

You've rehearsed what you want to say and you're not going to stop until you've said it. Problem is that they stopped listening after the first few minutes and are now just wondering if you'll ever stop talking. Remember, you are there to get to know each other and see if there is compatibility. You'll only find that out if you ask the right questions and listen to the answers.

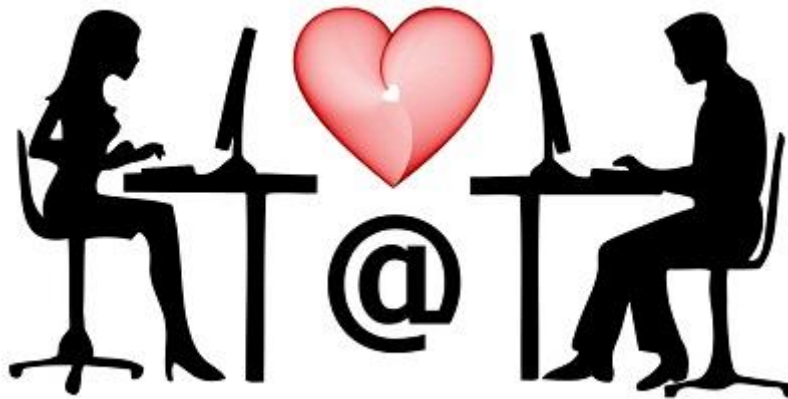
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5. Watch for the signals

Fidgeting, eyes looking around the room or staring at you intently. Picking-up on the clues given by a person's body language will help you to know if they are interested. These clues are also there in how they respond to your emails and whether they take your calls. It's easy to give the person the benefit of the doubt but ignore the clues at your peril!

6. Second date or part ways?

Hopefully, by this stage you will have met the perfect one and you want to see them again. Don't be afraid to ask how they felt things went, and if they feel the same way, and get the next date agreed. However, if they did not live up to your expectations, and you don't see a future, now is the time to accept that and move on. Remember, there's plenty more fish...



Here's hoping you have a fantastic Valentine's Day, and if you'd like to understand more about our approach to successful sales pipeline generation, please get in touch.

Iain Borrowman, CEO