

Red Flags Your Sale has Lost Momentum



You can't get a meeting: You've passed the qualifying stage and are working towards scheduling an appointment, all the while attempting to refine the prospect's timeline for completing the purchase. But the prospect is only willing to give you vague details and is resistant to committing to a meeting.

What to do Next:

If there is no sense of urgency on part of the prospect, then they either don't see the problem your technology would solve as a priority, or they're not convinced yours is the right solution. To turn that around, it can sometimes be effective to instead talk about the risks associated with not taking action. In the role of a consultative salesperson, broadening the discussion to the larger business issues of the day can help elevate the importance of the purchase under consideration.



Your phone calls and email go unreturned: After perhaps a couple of promising conversations or even following a successful meeting, the prospect becomes unreachable – they're never available to take your calls, and they don't respond to your email or messages.

What to do Next:

*Don't get discouraged – remembering the adage, “**don't say no for the customer.**” Until they communicate that they indeed are no longer interested, you should assume nothing other than something else of a higher priority has taken up their time. Continue to follow-up as part of your regular sales routine. Consider changing the mode of communication. If you've primarily used the telephone - try email, or if email - try texting, etc.*



Access to the decision-maker is blocked: You may have suspected right from the initial contact, but now after a number of interactions you know that you're not talking with the decision-maker. Despite several openings, the subordinate has still not introduced you to the higher approving authority.

What to do Next:

While it is certainly not a problem to initially start talking at a subordinate level (e.g., Technical Specialist) - you can actually learn quite a bit of valuable information, it is imperative that you move up in the prospect organization in order to move the sales cycle forward and close the sale. If you sense that you are being held back, try diplomatically requesting a joint meeting with the approving authority. If that doesn't work, ask follow-up questions that only someone with budget responsibility could answer - potentially accelerating your move up the organizational chart.



You're asked for a quote without ever having talked: In this situation, you haven't necessarily lost momentum – because you never had it to start. An unsolicited request for a quote signals that the requestor considers your technology to be ordinary and easily interchangeable with other solutions on the market.

What to do Next:

*It's obvious that the suspect is shopping around. Without having had the chance to even go through the basic qualification process - establishing need and budget, you've not been able to build value for your technology. Consequently, the first step is to make contact with the intent of scheduling a meeting. **Never send in a blind quote.** If specifications are included (as in a formal bidding process) and you've not been a participant, you've likely already lost the opportunity.*