

CLOSING LEADS

THE SECRET TO SUCCESSFUL PROSPECTING

David Mamet's 1984 Pulitzer Prize-winning play *Glengarry Glen Ross* is a brutal depiction of converting leads into sales.

Much has changed over the last four decades, but the need to close or win new sales from quality leads and prospects remain critical. Optimising your close rate begins with clearly defining the following –

- Software Unique Value Proposition and associated messaging
- The problems you're solving for prospective buyer personas
- Who your customers are - ideal customer profiles and targets
- Your sales resources - create a list of these and match them with personas where possible
- Your overall sales cycle

Defining these factors clarifies the prospecting strategy. Once completed, you need to outline how you will approach the frequency of your prospecting interactions – how often are you looking to contact a particular individual?

Typically, you should prepare 3-4 sales messages ahead of time. These need to be short, clear and concise, and value-driven. Each one building a story and creating value for your prospect. Remember to keep your buyers journey in mind and don't attempt to cover everything in the first message.