

## Prospecting Improves Morale & is the Key to Increasing Sales

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Improving morale by prospecting seems like an oxymoron but a sales person's elation is a direct result of a successful sales call and ultimately the sale. Having coached sales people for over two decades I can count on one hand the number of sales people that have told me how much they like prospecting.

The ones that didn't mind prospecting at all had a better attitude about prospecting because their thoughts about it were ones of pleasure. The pleasure was derived from thinking about how prospecting helped them reach their sales goals. They focused on the fact that it was a game of numbers and as long as they figured out their personal formula and accomplished their prospecting goals the results would come.

Every sales person has a sales formula that reflects the specific actions they need to take in order to be successful. Many factors play into the formula such as the following:

- products
- services
- sales tenure
- geography
- emotional intelligence
- other

The sales person needs to track their calls using a CRM system and monitor their success rate. The success rate begins with calculating what it takes to convert a prospect to a customer. For example; the sales person must enter the correct data into the CRM system which consists of the following:

- # of 1<sup>st</sup> call attempts
- # of decision maker connections
- # of 1<sup>st</sup> appointments
- # of presentations
- # of quotes
- # of prospects that closed

If we placed 100 sales people in a room selling the same product for the same company we would find a majority of them would have a different formula for their success. Some sales people may have to call more contacts before they get an appointment. Some sales people may need more quotes to close more business. All of these variables also need to be analyzed.

The formula can be dynamic in that by analyzing the numbers a sales person can begin to figure out where in the sales process they are getting stalled and work on improving in that area. Therefore in time they will be able to improve their formula which will result in improved morale.

Let's face it we have all seen the smiles on the faces of sales people who were able to make an appt. with someone they just approached. Every successful event creates a pleasurable experience.

The other component that separates a sales person who looks at prospecting as a positive experience is that they remove themselves from people who are negative and feel their efforts are for naught. The people who have not seen success quickly enough tend to give up too soon and/or have not taken the time to clearly analyze their results. Nor have they really applied themselves by prospecting enough contacts to ascertain whether they have the right product, type of prospect and so on.

If analyzed properly a sales person will be able to determine if they need to change directions in terms of size of companies they're calling on and/or the type of companies. They could even share their findings with the company with concerns that the product is not being well received. But without the investment of time prospecting, a sales person won't be able to accurately assemble the reasons for the lack of sales.

Prospecting needs to be part of the entire sales process not just when a sales person's calendar is filled to the brim with appointments. The reason is when the pipeline of appointments dries up the sales person will feel low and morale will suffer for them and those around them.

When morale is low there's one place to look for the culprit and that is the prospecting pipeline. This will be one of the major clues that will determine why morale is low or high.

A sales person needs to look at prospecting as a positive endeavor knowing that the more consistent they prospect the more consistent they will close sales and feel elated.

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