

WEEK 6

Challenge: Free Up a Stuck Sale

- ✓ First, read or listen to **Week 6: Free Up a Stuck** in *It Starts with Clients* (pages 91-110 in the hardcover version)

It's not uncommon—and incredibly frustrating—for a sale to get bogged down or even completely crash and burn. Sometimes the client tells you, cryptically, that “We’re not quite ready to make a decision.” Often, you simply never get an answer. In fact, I have many clients who have several hundred million dollars or more worth of submitted proposals that they have simply labeled “No decision.”

Assignment

Determine why your sale is stuck and take remedial action

Pick a sale that is stuck or moving very slowly for you. Evaluate each of the five preconditions to the sale, in the table on the next page, and write down steps you can take to firm up each of them.

The Preconditions for a Client to Buy

Name of Client: _____

Precondition	1=Yes 2=Not Sure 3=No	What action can you take to meet this precondition? What information do you need?
1. Clear, perceived problem or opportunity (sense of urgency)	1 2 3	
2. Your executive contact "owns" the issue and can move it forward	1 2 3	
3. Client has a dissatisfaction with the current rate of improvement	1 2 3	
4. Trusts you/your firm are the best choice to address the need	1 2 3	
5. Client believes the stakeholders are aligned	1 2 3	

Sample Diagnostic Questions to Determine the Preconditions to Buy

1. Urgent Problem or Opportunity?

“Where would you rank this in your list of priorities for the next 3-6 months?”

“What is your timetable to move on this?”

2. Executive owns the issue?

“Who owns this issue within your organization and will make the decision about how to address it?”

3. Dissatisfaction with the rate of change?

“Can you tell me about your past and current efforts to deal with this? How would you rate your progress or satisfaction so far?”

4. Trusts that you/your firm can do it?

“At this point in time, could you share your candid observations about our organization and our capabilities in terms of a potential partner for you to address this?” and, “What options—either internal or external—are you looking at to address this? What do you see as the strengths and weaknesses of those options?”

5. Confidence that stakeholders are aligned?

“Who are the key stakeholders in your organization who will have a role in this? What’s your best guess right now about their potential alignment with the joint approach we’ve been discussing?”