



Hello? Anyone there?

Getting a Response to Stalled Deals

Also:

- » *Why your deals stall*
- » *How to reengage or move on*

A Perficiency E-ARTICLE



Does this sound familiar? You had a really good call, meeting or presentation. You left excited and confident, even though you might not have had a super clear next step and had a few unanswered questions. They seemed genuinely interested. You followed up shortly after, and didn't hear back. You waited a couple more days and sent another email or left a voicemail...and still, no response.

What's going on? Your prospect is most likely ignoring you because:

- They didn't know how to say no
- Their priorities changed
- They are not the decision maker & haven't gotten buy-in
- They are interested but the timing just isn't right
- They want to keep talking and just got busy

So, what can you do?



Let's get started

First, take a look at your pipeline of stalled deals — those where your prospect or client is unresponsive or you don't know where things stand. Before you get ready to send *another* email, or leave *another* voicemail, you must be prepared to try something different. You need to get a response AND get the truth – even if it's not what you want to hear.

Every day thousands of emails and voicemails try to get a response from prospects & clients. Typically, the messages get more desperate the longer the deal is stalled - and you lose more control (and respect) each time.

You need to focus on reengaging that opportunity, or removing them from your pipeline so you can move on. Sound reasonable? Now, let's look at a couple of email examples - how NOT to get a response and how TO get a response.

Follow up email that did NOT get a response:

Subject: Working with Archa

Donna,

I hope all is well. I would like to discuss how I can better assist you and your team with development efforts. Archa Architecture will offer you more versatility than ever before. Based on our meeting I believe I can be of great assistance to your team and would love the chance to work together.

I look forward to hearing from you!

Thank you,
James

What's wrong with this example?

- Excited!
- Assumptive
- Places James in a subservient position
- Gives no clear next step

Follow-up Emails that Work

The fundamental differences between a follow up email that is ignored and one that works are subtle in nature, but powerful in results. So, calm down, place the ball in their court and don't be needy. There are a few key elements to follow up emails that work.

- Sticking to data (no emotion)
 - Giving another chance to reengage
 - Giving them an "out"
- Using key language and phrases such as:
- "I don't know if..."
 - "Let me know either way"

Emails that DID Get a Response:

Subject: Stan – Quick follow up note from Dean Osgood

Stan,

The last time we talked, we seemed to be on the same page regarding moving forward with the process of BizTech brokering your next deal. Since we last spoke, I reached out a couple of times and haven't heard back.

I'm not sure if something has changed since then, or if you just got super busy.

If we are still on track, the next step is to schedule a 30 minute meeting next week to solidify the transition plan. If you have some lingering concerns we have not discussed or something has changed on your end, that's ok. All that I ask is that you let me know.

Dean

Subject: Patrick - quick follow up from Amanda Stevens

Patrick,

After we met last week, I sent you a few follow up notes & ideas, and didn't hear back. Given that you said you were "excited" at the end of our meeting, I'm unsure if you're open to continue our conversation. Let me know either way which of these below is the case...

1. The answer is "no thanks" or "timing isn't right" we can close the loop for now.
2. You're still open to consider working together, but need a little more clarity on our specific programs & would be open to a brief follow up call.

Let me know if you're open to schedule a brief, 10 minute call to get more clarity about possible next steps - or even just to close the loop for now. I'm totally OK either way.

Amanda

Subject: Chris - Brief follow up from Steve Barnes

Chris,

Based on our last conversation I know you have lots going on. Since we talked and I followed up a couple times per your request, I have not heard back. I'm going to assume that now is just not a good time to further explore the ways we might bring some new ideas for driving traffic to your online store.

If I'm mistaken and you want to talk, let's schedule some time next week to continue our conversation. Otherwise, I won't bug you further and wish you nothing but the best. Steve

These examples can be used as both an email and a voicemail. If you don't give them the opportunity to break their cycle of inaction, they'll just keep ignoring you. So, stay cool, give them a chance to reengage or a chance to move on. Maybe not forever, but for now. Can you handle that?

"When you lean psychologically or emotionally on people, it's a sign of insecurity. It makes them feel uncomfortable. They resent the weight you're laying on them, and they'll react by denying you."

Stuart Wilde , Silent Power

Understanding Why Deals Stall

It's one thing to use this approach to move prospects back in or out of your active pipeline. The piece we haven't even touched on is why this happens in the first place. There are things you are doing and not doing that often lead to your deals stalling at a higher rate. Here are a couple of things to consider being more disciplined about moving forward. Typically deals stall because:

- You get swept up in the excitement of the opportunity and totally lose control
- You are too quickly quoting price, doing lengthy proposals, and sending detailed information
- Your prospect really never gave you a compelling reason why they would change
- You didn't get answers to key questions (i.e.: Why change? Why now? Who else cares about this?)
- You haven't spoken to the person that is the true decision maker



Get a Response, and Get the Truth

To attract more of the right kinds of new business, you need to **CLEAN** your pipeline of these stalled deals. It doesn't mean that you have to let go forever; just for now.

While I can't promise you'll win the business each time you send an email like the previous examples, I can promise you will get a response up to 75% of the time, and you will get the truth. In some cases, you'll revive a conversation. In others, you'll know it's time to move on.

Ok, what's next?

- Visit **stalleddeals.com** to find email templates you can cut and paste.
- Pick three "stalled deals" to try this with immediately
- Send questions or success stories to tom@perficiency.com

Want to learn how to attract and close more ideal clients?

Find out about our **On-Demand webinar modules** and **real-time Deal Coaching** at **stalleddeals.com**

- Create a more meaningful, simple and compelling value proposition
- Examples of prospecting emails that will double your response rates
- Five questions to ask every time, that will shorten your sales cycle and increase your close %
- How YOU can control the prospect engagement process, not them
- Three keys to having shorter and more productive pipeline review conversations



About the Author

Tom Batchelder specializes in coaching progressive business leaders in the areas of sales excellence and life success. He has more than 20 years experience in sales, management, entrepreneurship, and coaching. Working with Fortune 500® organizations and emerging small businesses, Tom helps clients control their sales process, shorten selling cycles, and effectively increase profit margins.

Tom also has a personal mission to "Help a million kids, to have parents that have passion and purpose at work and at home." Email Tom with success stories or questions at tom@perficiency.com