

Create Urgency to Create More Success

By Caterina Rando, MA, MCC

Regardless of what kind of business you are in, you face the challenge of trying to bring business in quickly. Creating urgency is the ability to facilitate the quick closing of business with potential clients in your prospecting pipeline. The ability to get business to close fast affects everyone in every business at one time or another. Here are a few important strategies to consider and incorporate into your sales process to increase your ability to swiftly close more business.

Business is About Relationships

We do business with people we know, like and trust. When a potential client is resisting moving forward with you look at where your relationship is with your client. Does your client know you, like you and trust you? When you want to improve your relationship with a prospect find commonality between you. What are you both interested in? If you do not know this means you probably have been more interested in closing the business than finding out who the potential client is and what their needs are.

Have Clarity

With every client contact make sure you are clear what your next action step is, i.e. send an agreement, fax over some information, forward a list of meetings in their area. Also make sure the potential client is clear on any action they need to take. To confirm- repeat out loud the action steps before ending your meeting or phone call and always set your next appointment either in person or on the phone.

Set The Pace

Make sure you are moving as fast as possible. Use priority mail, email or send a fax whenever possible. Send out faxes and emails while you are still on the phone. Get your paperwork done as quickly as possible. Many people love doing business by email- some do not. Ask your potential clients which form of communication they prefer. If you use regular postal mail get your correspondence out in today's mail.

Make Phone Dates

You are very busy and so are your potential clients. Make a phone date with them for a decision or the next action. If a potential client is serious about doing business with you they will be interested in making a phone date. Avoid phone tag like the plague, it is a waste of your precious phone time.

Ask for the Business

Always ask, "Is there any reason why we can't get started right away?", "Would you like to make an initial appointment?", "Sounds like you have made a decision to get started." After you make a closing statement always be quiet and wait for the prospect to speak.

Don't Stop at No

When you ask and the answer is "no", consider asking three questions before accepting the no. Ask questions that uncover the objections the prospect has to moving forward with the business.

Stay Visible

When things are at a standstill, when there are issues beyond your control that are impacting your potential clients ability to move forward make sure you stay in front of your prospects. Some ways you stay in front of your prospects are by sending them new information on new ideas you have about their project, a recent article related to their business coming in, information on the projects you are working on. This can be a postcard, a copy of an article about your business or a newsletter.

Keep Your Pipeline Pumped Up

If you are doing your introductory calls, networking, sending out your mailings, and following up on inquiries and getting your proposals out ASAP your pipeline will be packed with prospects and you will be able to create urgency to have your business thrive.

Take some time and evaluate what you are doing in each of these areas. Notice where you can create more urgency to make you and your clients more successful. Do It Now!

Caterina Rando, MA, MCC, shows women in direct selling how to book, sell, recruit and lead with ease. She is the creator of the Direct Selling with Ease® and Recruiting with Ease® programs and is a contributing author to *Build It Big- 101 Secrets from Top Direct Selling Experts* and *More Build It Big*. To read more articles, listen to business building podcasts and find out about her programs, visit <http://www.directsalescoaching.com>. Caterina can be reached at by email at cat@directsalescoaching.com or by phone at 415 668-4535.