



GETTING A DEAL UNSTUCK

Deals get stuck. This happens to everyone, and when it happens, there is one thing not to do...try harder. Trying harder means using the same methods to get a deal unstuck, and unfortunately this often doesn't work and can be counter-productive. So don't try harder, try differently. The purpose of this Sales Tool is to equip you with a handful of actions that will help you shake loose your stuck deals and get them moving again.

MINDSET

The first challenge of getting a deal unstuck is adjusting your mindset. The three most important things to do are:

Accept responsibility

- Admit to yourself that you have a deal that's stuck
- Ask yourself why this deal is stuck, and reflect on what could have been done to prevent this from happening

Acknowledge and apologize

- Even if it's not your fault, apologize for the lack of progress
- Acknowledge one or two things that you could have done differently to keep the decision process on track

Persist

- Call the question with your prospect; use a discovery question and ask; why are we stuck?
- You are trying to get to either a next step or a no quickly

GET AHEAD

Getting ahead means being proactive, and putting plans in place to prevent your deal from getting stuck in the first place. Think in terms of preventive maintenance: what can I do to be the person my prospect always wants to interact with? How can I go above and beyond? How can I separate myself from everyone else he/she is dealing with?

- Give time back in their day by running high-impact meetings and ending early
- Be crisp and clear about your value
- Go above and beyond each and every step of the way
- Write thank you notes
- Send relevant content and tools
- Make connections that count

GET HELP

Once a deal gets stuck, what kinds of help can you ask for? Who are the people inside the prospect's organization who might help? How about people in your own firm? People in your network? And what about just asking your prospect directly for help?

- Call the question; what can I do to get us moving again?
- Admit to your manager that you have a deal that's stuck
- Revisit the Stakeholder Map to seek ways to get perspective or go around
- Ask your network to send a note on your behalf
- Call in air support from a senior leader or person in your network

GET CREATIVE

If being proactive and seeking help don't work, now you need to get creative. How might you cause the prospect to hear the message differently? What can you do to shift your solution back to the top of the priority list? What gift or insight might shake things loose, and what offer could you make to elevate your cause?

- Send an email explaining what you think went wrong and why
- Send a gift
- Create a visual
- Make an offer
- Compare them to a stronger competitor

GET SCRAPPY

The second best answer we can get is 'no.' So why not drive towards an answer? Be bold (and humble) in your scrappiness, with efforts that move to a close.

- Re-state the value proposition in a different way
- Re-issue your proposal with sharper language
- Overnight a letter to the decision maker
- Force a no by setting an expiration date
- Go around to next level up



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SITUATION

Stuck deal: You issued a proposal, and three weeks have gone by with no word from the prospect. Several attempts have been made via voicemail and email, but no response. Just crickets...

GET AHEAD

All the way along the sales process, we should be going above and beyond for our customers to prevent them from getting stuck in the first place.

*Van -
Thanks again for making time today to walk through our solution together. And...for bringing your teammates. I enjoyed our discussion, and just want you to know that I'm excited to move to the next step.
Best,
Hunter*

GET HELP

Day One: Call the question (Voicemail)

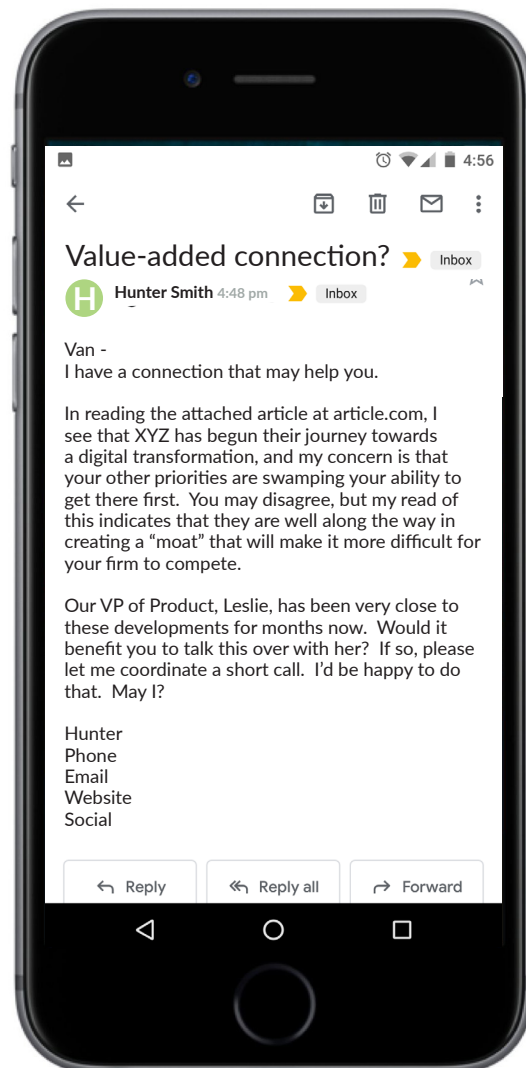
Van :

Hunter Smith calling from XYZ. It seems that we are stuck, and I apologize for my role in this. It's been several weeks since we made any progress towards a solution, and I'm wondering how I can help?

I'm hoping you are just crazy busy. If that's the case, please let me know your next move and how I can help. If that's not the case, then please be blunt with me about next steps...or no steps. Either way is fine. Thanks much for coming this far. You've got my email and I'll be hoping to hear from you. Hunter

GET CREATIVE

Day Five: Make an offer (Email)





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GET SCRAPPY

Day 10: Go around (Overnight letter)



Northwestern | Kellogg

Kellogg Sales Institute

TO: Eileen Doe, CEO of ABC Company

Eileen -

My purpose in sending this letter is to get to a fast no or a next step.

I've been working with Van on your team for several months now, and he's been incredibly proactive in helping me understand the potential fit between your firm and ours. It seems to me like there is real value to you and your firm to engage us on your journey of digital transformation.

But we are now stuck.

I am hoping that Van and his team are just bogged down in other priorities, but I am struggling to get us back on track and hoping you can help by simply saying; "now is not the right time" or "what's the next step?" Either answer is fine.

I will attempt to reach you via phone and email tomorrow. My best to you,

Hunter

Hunter Smith
Title
Phone
Email
Website
Social

cc: Van Jones