PROSPECTS THAT ARE WORTH YOUR TIME

It's easy for a sales rep to get trapped into thinking that the one, or two, highest-dollar opportunities sitting in their funnel right now can get them over their quota. And since sales professionals are constantly constrained with limited time and resources, it's possible that their stubborn focus to chase those "pet deals" is distracting them from other opportunities that might prove to be more profitable for you and your company.

Gain Some Perspective

Sometimes, when a sales rep is so close to an opportunity, s/he becomes nearsighted and fails to view their funnel in its entirety. In your next deal review session with your sales manager or sales team, get their insights and perspective on their funnel. Discussing the opportunities sitting in their funnel with the group creates a synergy that can identify critical next steps, help prioritize selling actions, and may produce new ideas where they can direct their efforts to accelerate those sales to close.

Apply a Systematic Approach

Working with a **scorecard** allows your sales reps to objectively rank and prioritize the opportunities they are pursuing. Using a scorecard eliminates guesswork and helps pinpoint where they stand with each opportunity in relation to their established customer criteria. Once priorities are set, it is much easier to decide how much time they should spend on each priority. There is never enough selling time. It's ok for them to set their sights on the high-dollar opportunity, but not to the detriment of the other prospects in their funnel that may be worth more than what they seem.

Dan Nelson | Dan@suncoast-partners.com | 941-320-5277 | www.Suncoast-Partners.com