



Corsini's Point of the Week™

May 12, 2008 — Part 1 of 2



'He Won't Call Me Back!'

This past week I met, as I do regularly, with a top salesperson whom I've worked with for years. He's one of the best in his industry, a rainmaker year after year and an inspiration to others. In fact, as we talked about several of his promising Best Bets™ opportunities for this year, he inspired our POTW topic for this week and next.

During our conversation, he told me about a certain client that was proving to be particularly challenging. I know the company, and I know the executive he was working with. I also know that this salesperson has done a lot of work with this high-profile client over the years and that he knows the executive well—very well.

In fact, this salesperson has been one of the executive's trusted advisors for a while. (We coach people to always position themselves as an advisor to the client—not as someone who pushes products.) He'd done his homework in his role as a dedicated advisor. He'd assessed the client's current situation and then he made an informed, well-thought-out recommendation to the executive.

Then came the big challenge and the source of his current problem and anxiety: The executive was not returning his calls. The salesperson had even overnighted a packet of information that was time-sensitive enough to warrant some action. It didn't work.

So what did this lack of a return call mean?
Who knows?

We could make a lot of assumptions at this point about what is and what isn't going on. We could contemplate theories all day long. The executive could have lost interest. Maybe the situation at the company changed all of a sudden. The executive might have decided to go with someone else. Perhaps there is a more personal reason, like a birth or a death in the family, and the client is distracted. Or maybe the client just hasn't gotten around to this bit of business, and he doesn't feel the need to keep the salesperson posted.

QUOTE OF THE WEEK

"When you get to the end of your rope, tie a knot and hang on."
— Franklin D. Roosevelt

DOWNLOAD THIS POINT

ARCHIVES OF POINTS

SUBSCRIBE

UNSUBSCRIBE



Corsini Consulting Group, LLC

6 Office Park Circle,
Suite 309
Birmingham, AL
35223-2542
(205) 879-0432
coach@corsini.com
www.corsini.com

Copyright 2008
by Marc A. Corsini

Material may be reproduced
with credit to Marc A. Corsini

If you have received this email in

But why waste time and beat yourself up over something you clearly can't control? There are more effective ways to handle this than wondering "what if? ... " Being an effective advisor for your client means you have a relationship going. A pause in your conversation most likely is simply that—a pause. And that's a temporary thing.

error or if you no longer wish to receive it, please email admin@corsini.com to be removed from our mailing list. We apologize for any inconvenience.

CORSINI'S POINT

When someone does not return your call or email promptly, don't assume anything. Don't get mad at them. Don't walk away. Don't let your pride get in the way. Be calm, and stay in the game. If you've left three messages and they still haven't called you back, then think about doing something different. Try a new approach. Next week, we'll give you some ideas on how to do that. We'll look at what you can do to get back on track (and back to business) after you've invested your time and talents (perhaps even a proposal) dealing with a silent client's issues.

Do What You Do Better™ with Strategic Planning

At CCG, we ask the right questions so you can formulate a truly strategic for your business—one that you can put to work immediately.

Our structured, accountability-based model helps leadership teams—as well as top leadership at privately held firms—stay focused, become better organized and reach the goals they've set. As vision becomes a reality, success is realized.

It's all about having a workable plan and then putting that plan to work for you. That's how you Do What You Do Better.

Contact Marc Corsini at marc@corsini.com or (205) 879-0432 for more information.