



WORK
FROM
HOME

We generate demand through
outsourced Sales & Marketing,
Training, & Recruitment

6 Prospecting mistakes while working from home



Lack of business fit



**Before you engage with a prospect, ask yourself:
“Is there a business fit and can we offer this
company value?”**

Now more than ever, your focus should be on making sure you speak to someone who, at least on paper, is an ideal prospect.

Many businesses are currently closed and only operating virtually, meaning most of the people you’re trying to reach are probably working from home as well.

Concentrate efforts on reaching those companies that you believe you can really help with your product/service, either to create a long-term business relationship or to support them with a specific project.

Yes, quantity is important, but you should strive for quality of conversations rather than call volumes and activity stats.





No compelling event



In a very short time, we all had to adapt our ways of working and for many of us priorities drastically changed.

As you try and reach C-level professionals who might've had to lay off some employees or are currently trying to figure out how to pay staff and third parties, remember to be respectful and mindful of how you approach them.

Make sure to have a compelling reason to be in contact with them in the first place and not to aggressively start pitching.

For many, it may not be the right time to invest in new products or services. However, if you connect with them on a personal level, you can stimulate their interest and improve your chances of having a productive conversation.

But what does a compelling event look like?

- ✓ A change in leadership or other personnel in your target account(s).
- ✓ A story in the press about your target account(s) or topics that would interest them.
- ✓ Changes in legislation affecting your target sector(s) / account(s).
- ✓ Speeches or events made by colleagues at your target account(s).
- ✓ Posts on social asking for recommendations for suppliers related to your product(s) or service(s).
- ✓ Your own experience within the sectors to utilise one or more of the above.



Poor processes & qualification

Poor Processes

For most companies, work is slowing down. If you fall into this group, this is the perfect occasion to use some of that time to review and refine processes.

Are you currently using a detailed framework? Are deals falling off for unknown reasons? Do you need more visibility when it comes to your pipeline? Are you able to accurately forecast?

A business cannot plan effectively if they're unsure about exactly how much revenue is coming in.



What are the stages leads must go through?

- Define the characteristics of a prospect, lead, opportunity. Don't get too hung up on terminology (i.e. MQL, SQL etc), just be clear on what does and doesn't qualify for each.
- Use a system to score sales opportunities and collect relevant information for each qualification criteria (our free Magic 35 Qualification worksheet can help).
- Describe in detail what should happen, by who, and by when as leads progress through the process.
- Map out how to nurture leads that go cold and display signals of an elongated decision-making process - how can you stay front of mind and add value to help accelerate the process and make your prospective customers' lives easier?
- Get everyone's buy-in.
- Ensure compliance by using a CRM and tool with compulsory fields related to the process and qualification criteria (i.e. you can't save or progress an opportunity without completing the necessary fields).



Poor Qualification

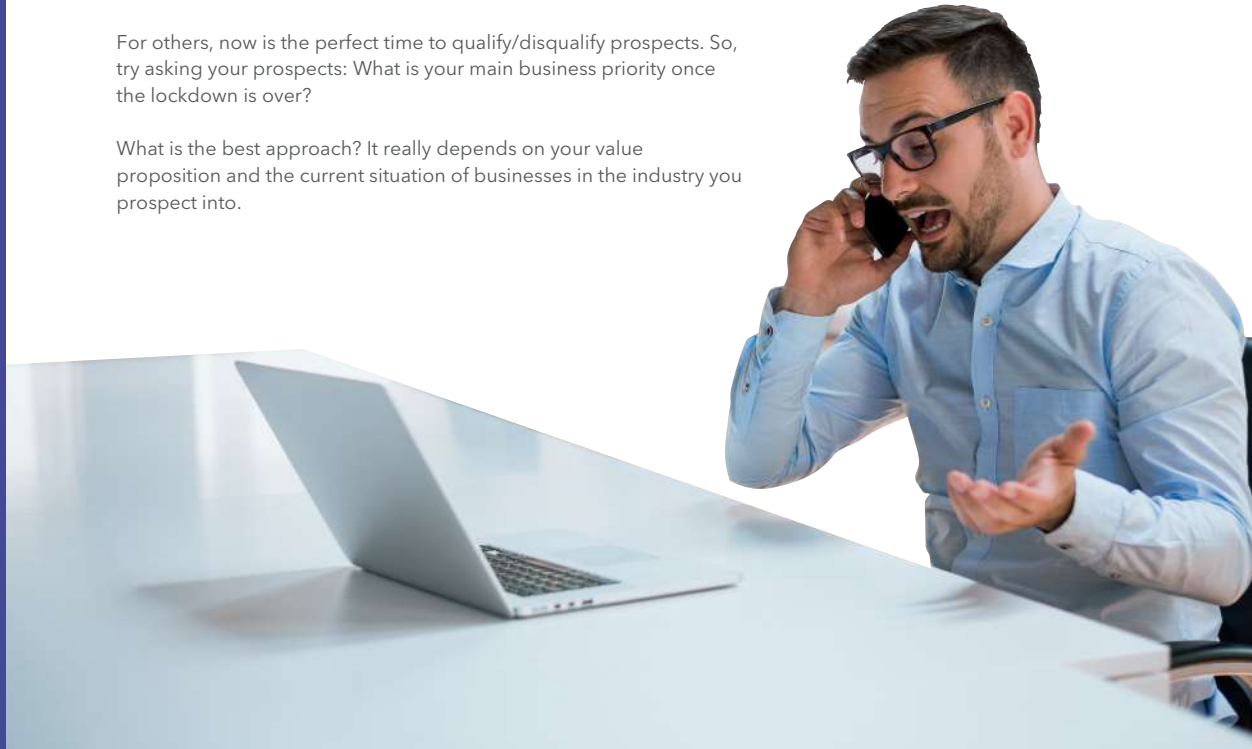


What kind of conversations should you be having right now?

For some, this is not the moment to focus on qualification. If the businesses you're targeting aren't ready to have a commercial conversation right now, you should do your best to fill your pipeline for the future months. Do this by connecting on a personal level and creating solid, healthy business relationships that will bloom once in the position to go forward.

For others, now is the perfect time to qualify/disqualify prospects. So, try asking your prospects: What is your main business priority once the lockdown is over?

What is the best approach? It really depends on your value proposition and the current situation of businesses in the industry you prospect into.





Little or no coaching



There isn't a consistent or effective coaching / feedback culture and team members are missing valuable opportunities to improve performance.

Now more than ever, we should make time for coaching. Having more time on your hands means you can improve your sales processes and performance through professional sales training. A few tips on how to do this effectively:



Schedule regular 1-to-1 coaching sessions.



Focus on one or two areas for improvement (don't bombard learners with too much to focus on at once).



Include informal coaching - praise successes and effective behaviours as they happen.



Use a voice analytics tool (Refract is excellent) to uncover hidden insights and patterns such as speech ratio, tonality, crutch / filler words etc.



Consider using an independent expert to help with coaching. Your team will be much more open about their challenges with an external coach than their line manager, helping them realise their true potential.



Not spending time where you can be most effective



Did you know the average sales rep only spends 36% of their time actually selling?

So much time is spent doing admin and non-sales tasks. It's easy to get caught up in never-ending catch-up calls and other internal meetings, especially when working from home. However, your team must organise their time effectively and ensure they spend time where they can add the most value.

There are many tools that can help with this, such as live chat platforms to communicate quick updates instead of calling. Also, automated CRMs can help organise deals without the need to manually update spreadsheets.

If you're struggling to connect with people on the phone, try other avenues such as email or LinkedIn. You have a better chance of starting an interesting conversation by crafting a compelling, personalised message. Use your time wisely and your efforts won't go to waste.



Giving up too soon



'Professional Persistence' is durhamlane's #4 sales mantra. And with good reason.

It takes an average of 18 call attempts to connect meaningfully with a buyer and 80% of B2B sales require five follow-ups calls after a meeting to close a deal. Yet 44% of salespeople give up after just one follow-up attempt.

Be mindful of the current situation that many businesses are in. Be considerate. Be empathetic.

If someone explicitly mentions that it's not a good time or that they currently don't have the resources for your solution, respect that and try to re-connect in the future. When persistence causes annoyance, you risk burning bridges and ending business relationships before they even start.





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