

Pro Sales Tip: Ten in Play

By John W David

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10 in Play

One of the most common things I hear from sales people is that 'it's either feast or famine'.

"You know how it is. I get a good contract and work it as hard as I can until its end. Then... boom. The bottom just falls out of the bag."

Even sales people who plan their time, their schedules, and their sales time slots will often begin with an abundance of active accounts and a goodly handful of prospects in various stages of Advance.

However, what they most often fail to do is to watch the balance of how many true, high quality prospects they are working with at any one time.

I know it's hard to do.

Sometimes, hot prospects just seem to pop up in large numbers all at once. Then, through conversion rates and attrition, they quickly become either customers or lost forever.

When you have too many, you have none.

You cannot service your active accounts and do all that a real sales pro must do to convert more than ten genuine prospects at any one time.

When you have too few, you will bottom out too soon and have to start all over again.

It's very hard starting all over again simply because the process involved in attracting the kind of prospect you can convert easiest and at the kind of pricing you want and not at what they want to pay is extremely time and effort consuming.

It is critically important that you adopt the '10 in play' concept wherein you can move the scale two or three prospects up or down the range to between seven and thirteen but never lower and never higher.

It is very hard to deplete seven high quality prospects if you are working them properly. And, this gives you enough time to recruit another three to five more to maintain your time slot requirement for

maximum effect and efficiency.

And, it is impossible to serve your existing account base while attending to more than thirteen high quality prospects. In the end, you will lose some of your actives as well as two or three of your best prospects.

When a juggler has only three balls to juggle, s/he can handle the workload quite easily and still put on a decent show.

When you give her another ten balls, she will lose control of all of them at least for a while. However, during the time she has lost control of them, she has lost the best part of her audience.

So, if there is a prospective battle cry, it's this: Ten in Play.

Success from John W David

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