

The Ghost Client

The problem-

Closed a deal after a long sales call and got their email afterwards to send a confirmation email, but they stepped back and seemed less interested. They have since messaged me saying they haven't seen the email and I have recently sent it from a different account.

Despite their belated reply: what caused their change in interest, why am I left in no man's land with this?

Possible causes:

THE SET UP: Didn't do enough research on them to anticipate what their pain points would be → Focused on planning the call, not planning for it → Struggled to actually pitch the offer because I over thought it from a lack of adaptability and prior knowledge → Was a bit of a push over, they asked to push it back and I just said yes, they did show up but it lowers my value → **I prepared to call, not for the call**

THE CALL: Didn't anticipate how the call would function→Made the plan too rigid and not adaptable enough for my experience level → Expected the call to be straight forward and robot like from the client → Nervousness and inexperience in calls when it was less straightforward →Failed to dive deep enough into questions when given vague answers → Call took far longer than it needed to and client nearly left before I could pitch the offer → **Talked a big game and offered strong solutions, before the call- then on the call was less in control of everything.**

THE AFTERMATH: I'd never closed a retainer before and lacked experience with what I was meant to do next → I took them over to email when I could've just ran through the details on text → The email itself was quite bland and plain → **I wasn't confident in the next steps (I'd hit an unidentified unknown)**

The factory line:

- My machine hasn't been oiled up and is too rigid, it's following a robot path, when it needs to flow and adapt to situations more.
- My machine lacks strong understanding and ability to take care of things without supervision, it's dependent not independent.
- My machine plans are based on what, not how or why.
- My machine lacked options, it was very one path focused when it needs to be more of a flow.

Why... why... WHY?

- I lack experience in sales calls and failed to adapt myself to each situation.
- I plan but only for a single pathway and people aren't that simple.
- I didn't fully immerse myself in their world, I lacked empathy and was too focused on sounding confident and listening to them, but not diving deeper into their emotions and finding the roots of their problems and needs.
- I was too focused on treating it like a normal call, to relieve the nerves of selling, when I needed to stick back to the fundamentals of this call- to help them solve a problem using my services.
- I messed up the qualifying stage, I found out little bits of vague information that made a really difficult puzzle to solve, it then lead to a more vague summary of what I'd heard which showed I listened but not as strongly as it should've
- I was confused about how to pitch the offer which left them almost leaving before I closed the deal- I left it too late and panicked. This showed unprofessionalism and made me seem inexperienced. I did this because I wasn't able to dive deeper into questions because of my robot focus.

STRATEGIC UPGRADE

I need to apply my charismatic chatty flow but to a purpose, I need to stick to the fundamentals, treat it like a conversation but this time I need to bounce off them in a structured way (that seems natural), that actually leads them to opening up from vague answers and giving me the details I actually need to.

A) See if they'd be a good fit

B) Pitch them the right offer, quickly, confidently with certainty

C) Connect my solutions to the correct pains and desires.

I need to be genuinely interested in getting to the bottom of everything and instead of just moving onto the next question, dive deeper into a smaller number of questions and take small notes of details in their answers.

I need to plan ahead of time but create a rigid plan that doesn't follow scripts or exacts but rather has gaps within it that will be filled by whatever the unique situation is.

On a sales call, try to find out about their target market deeply and their buying behaviours, to find out and offer ways to sell to them on a mass scale that will get them results.