

20 Second Tip That Could Save You Months Of Effort

*Invest 20 seconds
to ask a question
and save yourself
weeks, maybe
months, of failure.*

We often need to make contact with somebody to get a decision.

Email is OK provided the other person is serious about the decision and reads all their emails. If not it can be a barren land that never yields a bean.

The telephone is better but during the day people are busy in meetings or working and prefer not to be disturbed; they turn on their voicemail.

Leaving messages on voicemail can be worse than sending emails.

Here's a different approach that works most of the time.

1. When you begin to engage with a new decision maker find out if they are an “early starter” or a “late finisher”.
2. Most managers are one or the other – some are both, few are neither.
3. Make a note of this preference on their CRM record.
4. Get a direct-dial or mobile number if you can – ditto on CRM.
5. Confirm that “if I need to get you should I call you at whatever-time-they-said”.

6. When you need to speak to them ring at this time.

Einstein said the definition of insanity was to do the same thing in the same way over and over and expect a different outcome each time. Never more true than trying to contact decision makers during normal working hours.

So here's the skinny. Find out when your decision maker is most likely to be available and ring them at this time. Ta dah!