



We thought we would inject a little humor into a tough subject that is often associated with the end of the year. **Reaching the annual sales target.** The idea came out a series of discussions with business owners and suggests that this can be a good time of year to remove a certain type of lead that is clogging up the funnel.

These aren't the clients or the deals that have momentum. There are plenty of deals getting done prior to the end of the year, and Dec 31st is a wonderful impending event to create tension and focus for both buyer and seller.

These are the potential business relationships that just make both sides feel awkward. They look and sound like this:

- You identified a potential customer, or less likely they found you.
- You declared your intentions to offer your services to them and they told you about their needs and desired outcomes.
- You shared your solutions and evidence that you have done it before.
- Then nothing happened.
- You are now both aware of each other and could do business together.
- In fact, you would like to do business with them and for some reason it's not happening.
- Time has dragged on and the old adage that time kills all deals is ringing true.
- What do you do?

Consider sending them an email in November like this:

Hi Jeff,

Hope you are doing well and getting ready for the holidays. 2017 has been a good year for (insert your company name here), we have a few highlights below.

We are curious about how things have gone for you this year and wanted to share with you our communications plan for 2018.

We will be sharing Eight updates with you next year, they will go out every 45 days starting in January.

- *Four of them will be insights we have about how our discipline (change wording as you see fit) impacts people in your situation.*
- *Four of them will be about tools we use to deliver our offerings and services to benefit you.*

If your situation changes, we would like to know about it and should be able to schedule a meeting to further our mutual understanding of each other. Have a great rest of the year and our highlights are below.

Please share what is going on with you as time affords.

*Thanks again,
Bill,*

Next go to your email service like MailChimp and build out the 45-day follow-up list.

- Build the template - it's light and fun, no pressure.
- It could include a cartoon (laughter is key to follow up).
- It will have one key article that rotates between an insight and a tool you use.
- It will have a place for the standard content about your offering.

Your insights should be written around the main key things you solve for that client or enterprise customer.

- Think of the main four questions you help them solve for and write out the answer.
- That is your insight.

Share your thoughts on tools because it shows your prospects your knowledge about the craft.

- A tool could be a rating engine you use to get the best pricing.
- A tool could be a personality assessment if you are a corporate trainer.
- A tool could be a Monte Carlo simulator if you are a financial advisor.
- A tool is anything you use to do your job.
- The more they know about the tools you use.
- The more confidence they will have in you.
- The less confidence they will be able to do it themselves or they will wonder what their current solution is doing in that area.

Several things are going on when you send out this email and then have these people on an eight times a year automated follow up system.

- You are taking control of the onboarding process.
- You are removing them from your funnel which forces you to find new prospects.
- You are keeping the relationship alive but not allowing it to crowd into your precious time.