

## Get Ahead in Business: Persistence is the Key to Growth

I know many salespeople who will not call again if a buyer has turned them down in the past. When calling to sell services or products a salesperson must be more persistent and revisit these potential buyers (despite their discomfort and even if they were once rejected) because success requires persistence.

Persistence is defined as refusing to relent, continuing in the face of opposition, and being stubborn. I often coach salespeople who set admirably high goals, but fail to reach them because they lack the necessary persistence to break out of their comfy patterns and grow. Instead, they relent and feel more comfortable visiting their active clients, because they know they will be able to sell them. If a salesperson becomes complacent and does not seek out new clients for fear of being turned down, they will always remain at the status quo. I tell them, be persistent at traveling new, unfamiliar roads.

Often, persistence can mean just being friendly, outgoing, and personable. A successful salesperson will stop by a prospective client just to say “Hello, how are you doing?” You have to show your face more often to be persistent. Break out of your comfort zone and be persistent when doing so in order to see growth.

The same friendly persistence required for in-person sales applies to “business to business” telemarketing. When telemarketers make their calls they are not always connected to the target person. Years ago it was much easier to reach that person on the first or second call, but that is not the case today. You have to keep calling and be persistent until you are able to reach the buyer or have them call you back after you leave a short important message on their voice mail. It may take 4-10 calls until you reach the person you want. Do not give up. Buyers want to buy. Be persistent in a nice way.

Business executives, managers, salespeople and entrepreneurs can try these tips for Getting Ahead in Business:

- Make a list of 25-100 names of companies that you want to sell your product or service. Call them every other day and visit them when you are in the area.
- Salespeople can also check out a company’s website to see if they list any contact names. Call the Human Resources office and ask them for the name of your contact person. Be friendly and persistent at reaching your new contacts with your service or product.

You will see a difference in your sales if you are persistent. For more tips call Milton to schedule a meeting. Be persistent and remember, nothing is impossible.

For more information contact: [Milton@gettingaheadinbusiness.com](mailto:Milton@gettingaheadinbusiness.com) or call 732.306.0040  
[www.gettingaheadinbusiness.com](http://www.gettingaheadinbusiness.com)

