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**BEWARE THE "EASY" SALE - LOW HANGING FRUIT MAY NOT TASTE AS GOOD AS IT LOOKS!**

Whenever that too good to be true sales opportunity lands on your desk, think what happened to Eve when she was seduced into eating the apple!

Every now and again you get that unexpected invitation to tender, or you get a phone call from an unexpected source asking if you would like to bid for a contract. Better still the potential buyer is enthusiastic; they have researched your company and products and want to see you immediately. Joy, oh joy – you have an immediate, hot prospect. There are several courses of action you can take.

Firstly you can do as the prospect asks, be seduced and throw yourself into the project; go and see them, make sure you understand the requirements, and clarify the time scales and decision criteria. You then commit your time, write a super proposal, get the pricing approved and deliver your tender at the appointed hour. Follow up the prospect, and press for the decision. Result, ninety five times out of a hundred you lose, but don't be dismayed it has happened to every good (and bad) salesperson at some time in their career. The key is not to let it happen more than once!

The second course of action is to take a deep breath and ask yourself why has this buyer contacted you now? Write down a few good questions to ask and then speak to them. Don't be afraid to ask difficult questions such as:

- Which other companies are you looking at?
- Have you done business with them before?
- Have you been happy with their performance – if not, why not?
- Why us, and why now?

Quote of the month

**"If you believe, you can achieve"**

Unattributed

**Register for our  
February Key  
Account  
Management  
Workshop**

February 22<sup>nd</sup> 2007  
Oxford Area

**For more information  
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In forthcoming issues of the SalesPulse

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**The search for  
competitive advantage –  
you have it but you may  
not know it!**

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**Give Value not discounts  
– focusing on the**

Unless the buyer can convince you that your competitors have really upset them, you should walk away. Sure it is possible to win, but generally speaking only if you are prepared to "buy the business". Very few buyers come to the market in this way without having a supplier in mind, and many companies dictate that large purchases have to be subject to a tender process, even though they may be one of your existing customers. There is one golden rule for these types of situations and that is "if you have not influenced the request you have little chance of winning".

So rather than chasing 5% possibilities a much better investment of time is to create and develop opportunities that improve your customers' business, and that give you a 50% or better chance of winning.

Steve Rowe  
Director

**obvious!**

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**Why don't you want your customers to know who you are!**

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**\*\*\*UPDATED\*\*\***

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