

27 More Ways to Get Out of a Sales Slump

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Respectfully,

The Gang at Clarke, Inc.



As a follow up to our most popular eBook [“25 Ways to Get Out of a Sales Slump”](#) we have compiled another list with even more great ideas.

If a particular author’s idea stands out and you would like to connect with him or her give us a call. We want to be a “maven” and make the connection for you.

27 MORE WAYS TO GET OUT OF A SALES SLUMP

[Lauren M](#)

Account Executive

Donate my time. Right now I am working on an event for Camp Hope for Military Men and Women that have PTSD. Putting your negative energy into something worthwhile outweighs the negatives and builds the positive.

[Warren K](#)

Senior Pain Specialist

Two things I would recommend. Have another pair of eyes look at what you doing. It's always a good idea to have someone with a different perspective look at your sales and give you their opinion. With that information make the appropriate adjustments and go back to basics.

[John S](#)

Account Executive

Maintain consistent activity level - including prospecting, networking, and running appointments. I feel that these type of activities are a not-so-distant indicator of future success - and I've always found that by maintaining these activities - that even during slumps - I can appreciate little successes and keep motivated - including by running appointments that help me move deals forward in the sales cycle and by finding promising prospects.

[Miriam M](#)

Owner

- 1) Don't get upset with yourself or too critical....be gentle with yourself.
- 2) Take a step back, detach and look at the pattern that could have caused it and try to change it (learn from past mistake)
- 3) If needed, take some time off and come back stronger than ever and with the right mindset to succeed.

Remembering the past's mistakes is the best way to improve the future.

[Stanley L](#)

Lead Generation Wizard

Look for quick wins in other areas of your life to maintain your confidence.

Michael F

SVP

Take a break and discuss the slump with someone you respect. Most slumps are just a little mental fatigue. If you can figure that out and address it, you'll be fine. If you can't get yourself out of it, maybe you need to make a more drastic change.

Carla S

Insurance Agent

Take a break and try and think of new ways to present yourself and your company. I have no problem walking away from something and giving it a rest. It's all like a cycle most of the time with me; feast or famine. I just try to regroup and hit it harder the next time.

Ken D

Data Governance & Data Protection Advisor

Sometimes slumps just happen. I trust my process and stick to it. That is how I handle a slump. I do everything right every day. I had a bad slump in 2011. I had a good Q1 then Q2 and Q3 were pretty bad. I had a lot of deals in my pipeline that just kept dragging their feet. I didn't panic. I just stuck to what works and Q4 exploded and I crushed my number for the year.

If I had panicked, I could have ruined some of those relationships and lost some of those deals (by letting the prospects see and feel my frustration). My advice is simply not to panic and trust your process (if you have a solid process).

Richard H

Construction Sales Training

I have always been a person that questions a lot of stuff. When I started to depend on selling I started to write a small journal. This journal included the customers contact information, task, what the customer stated and my response. I then started to write what I asked the customer and their response and reaction.

Soon it turned into what I could have done better. Then with Microsoft I was able to write short stories of my experience and what I should have done. This slowly developed into a methodology within the construction service industry concerning what to-do with a consumer.

Prior to the strategy it was easy to slip into a routine, and the routine could be described as a set back or slump. This journal allowed me to catch the slump within days and then later within hours. I can read the journal and see exactly where I made alterations to the sales process that has provided stalls or my inability to help a customer with our products and service.

I strongly recommend that you take the time to write a journal. It will take the same amount of time it takes you to drink that cup of coffee with your feet up on the desk. We all could be more preventive than we are.

Bob S

Construction Industry Sales and Management

Sometimes you have to take a step back and make sure everything is squared away. Sometimes, we get a little loose and you just have to tighten back up and commit to giving 110% to all parts of your business.

Jermaine E

Senior Global Account Manager

Often in sales we ignore the talk around slumps as it's often focused on a sales persons' inability in sales. After speaking with many managers and sales professionals I've come to realize a slump is centered in one thing. MINDSET

Those who develop emotional resilience and have the experience of working through difficult seasons despite what the market says always win. If you want to get your team back on track it has to start with refocusing hearts and minds. What I mean by this is we can often miss that sales is a lot of fun, like any profession we also go through learning curves and seasons where some are more difficult than others. We can forget the importance and purpose of our role as problem solvers and value bringers and the enjoyment of helping others and our companies in the process. My suggestion is remind them of their importance to their business, the successes they've had the responsibility they have to themselves and each other but also the rewards of good old fashioned hard work and perseverance. It all starts with our thinking and setting the right shape in our MIND.

Mukesh G

Customer Advocacy Manager

In my opinion, there can only be the following reasons for a team performance to slump:

- Market does not need your product/services any more. This could be due to many reasons: There is a better/cheaper/faster alternative to your product or service.
- The sales team has become complacent and hence is not performing at its best
- Your customers have moved on. The problem that you solve is not important to them anymore. There is a burning platform somewhere else in their industry.

I would first do an honest reading of the situation and find out the real reason for the slump.

If I find that my traditional competitor's performance is also reflecting the same trend. I would look outwards and explore if your product is getting replaced by some other product/service or is there no need for the product any more. Both of which is a red flag for the organization and needs to be brought to the attention of the CEO at the very earliest. The CEO should then do his own analysis and decide on how to manage the product going forward.

If I find that my traditional competition is doing better, then I would look internally. I will then find out if the sales teams have become complacent. If that is the case, the team needs a kick in their butt and a re-designed compensation plan to get them going.

If I find that my team is doing their best but still unable to deliver their numbers, then it is time to go

back to the basics. Find out if the buyer behavior has changed. If yes, then it is time to re-design the sales process and re-train the sales teams.

Whatever said and done, if I see a decline in the performance for 2 consecutive quarters, then it raises all the red flags and calls for a detailed analysis.

Dennis L

We build SmartPhone Apps for both the iPhone and Android platforms.

SWOT analysis...

Michael R

A "Top Recommended" Consultant Who Creates Solutions That Deliver Results

Remember that the customer / prospect turned down your company, not you.

"I've missed more than 9000 shots in my career. I've lost almost 300 games. Twenty-six times I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."

~ Michael Jordan

Gerry H

Experienced Sales/Marketing Executive

Humans have 50-60 thousand thoughts per day and a lot of them are negative. Too often we are too hard upon ourselves. I would go back and review the wins you have had and close your eyes and relive those wins as vividly as possible. It's like exercising the positive side of your brain. You will snap out of that slump as long as you keep the positive thoughts but ensure that you are also taking massive action in your normal sales processes.

Jim M

Encore Entrepreneur

Okay, I'm spitballin' here... Maybe a change in mindset is in order. If you feel like you're babysitting your customers, what do you think they are feeling in response? Do parents, good parents, babysit their kids? Or do they care for, and about, them?

Why not try to think of it as nurturing the relationship and making sure that the customer receives your very best service. Would that make them feel better about your product/service, your company, you? Even how they feel about themselves?

If they feel good about all of those things do you see where they may give you referrals or be more likely to offer them when you ask? And aren't referrals better than cold call prospects (suspects)?

When you have time Google '[Joe Girard](#)'. (I actually Binged "Joe car salesman") Read His story. He used each sale he made to garner dozens of additional sales by making each customer feel special. Don't all of us want to feel special?

[Mary K](#)

Digital Marketing

I have been in situations where you spend way too much of your week processing orders and company processes. The best things you can do like Jim says above remember all your hard work could lead to great referrals. The one way I can suggest to prospect would be to do as one has suggested in this group already make sure to set aside 1 hour a day to prospect. Whatever else may need to be done can be done throughout the rest of your day but that 1 hour will help keep your pipeline moving and growing.

[Michael F](#)

SVP

These are both great suggestions for you. You'll do much better by implementing the advice. I would add that prospecting is an all-day/evening process, Use social media if you can, research at night, organize your prospecting activity so that you know exactly who you are going to prospect and why and how and WHEN. Organizing and streamlining your babysitting activity might also help. Look at ways that might speed things up for you in your standard operating procedures. Maybe you can change something for the better in your company.

[Vince S](#)

National Sales Manager

One additional thought: Don't beat yourself up over a "rut" or "slump". They happen. As trite as it sounds, and following on the previous advice, its best to work your way out. Changing your focus from babysitting to selling and doing something to move the next prospect along or get the additional sale from an existing customer will put the rut in the rear view mirror quicker than you may imagine.

[Gerry H](#)

Experienced Sales/Marketing Executive

You always have to find time to prospect. Very few people would say that their pipeline is too big. It would be a good problem to have. You need to continually be out there finding new opportunities for you to close. As was mentioned previously spend at least one hour per day prospecting for new opportunities. Everyone goes through slumps. Nobody likes them but it is going to be your attitude that will get you out of it. Read inspirational material, listen to inspiring music, watch motivating videos, etc. Always be providing value to your customers. Try to offer more than the price that you charge for your product. You will have happy customers that will come back to you and refer others to you.

[Jim S](#)

Sales Executive

You must make time to prospect as has already been said. The best and easiest way to fail in sales is to relax on prospecting. This goes for any sort of market.

If you feel you don't have the time to prospect, I'd say it's time to review your customers and see which ones could do with a little less attention to make way for new ones to come.

Interesting comment and there's been some very good input here!

[Marc Z](#)

International Mailing and Shipping Consultant

I once had a boss who said "don't confuse motion with productivity". Being busy is great as long as you are getting stuff done.

Often times, sales people use customer service as an excuse to avoid the harder job of prospecting and selling. It is much easier to take care of a customer than to find a new one. Do they really need the amount of time you are spending or have you simply convinced yourself that they do?

What about delegating some of the routine stuff to support staffers in your company? Lots of sales folks have trouble with that too. If you have support staff, use them for what they are intended.

[Randy A](#)

Branch Manager V.P

Yeah, the reasons are many, the advice manier (new word I just made up). My job as a sales manager is to hone in on this type of thing and remove obstacles. If reps are complaining about customer involvement, I ensure there are no issues with the delivery system, credit/collections, or anything else that might make a customer tie up your time. These will usually separate the Prospectors from the Fax Jockies. (another new word). Wickedly wise advice from everyone here!!!

[Mary K](#)

Digital Marketing Professional

I just try to remind myself, the next call with be the one, the next door pull or the next month will be my best month ever. If I am in the office joking around with everyone else helps, if they see I am getting tired of the no's for today, they just joke about my last call or something and the mood is changed. You are right we've all had them. Sometimes they last for a short period just a couple hours and some a couple days. Maybe the ups and downs of sales is what makes it interesting for us.

[Janet E](#)

Director

Try something different - if you usually email, try calling; if you're prospecting to no avail, do some admin; if you target one geographical area, have a go at a completely new one; if you have no active prospects, go on a sales course or read something motivational; if your normal script doesn't work, write a brand new one.

You get the idea. Don't stop (don't ever stop!) but change things to keep fresh.

[Gerry H](#)

Experienced Sales/Marketing Executive

Everything is about your attitude. If you have some positive thinking friends or business contacts, spend some time with them. Read some positive books. Watch some inspiring videos. Close your eyes and spend time visualizing those positive deals you made in the past or any of those positive times you have had in your life and really feel the emotion you had at the time.

[Jeffrey H](#)

Assistant Vice President, Sales & Marketing

A very driven, and somewhat difficult manager I once had, surprised the heck out of me one day by saying, "You're never going to win them all. Pick yourself up, and move on to the next." I've never forgotten that.

I have also found that staying focused (at least trying to), even when you don't want to... even when it feels like you're just going through the motions, is often helpful in shaking off the slump you may find yourself in and conquering those deflated feelings.

As Clarice sings to Rudolph in the Christmas classic... (Cue the music)

"There's always tomorrow for dreams to come true. Believe in your dreams, come what may."

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