

# Shortening The Sales Cycle

## Practical Thoughts For Closing Clients

Good for you.  
Great for your clients.



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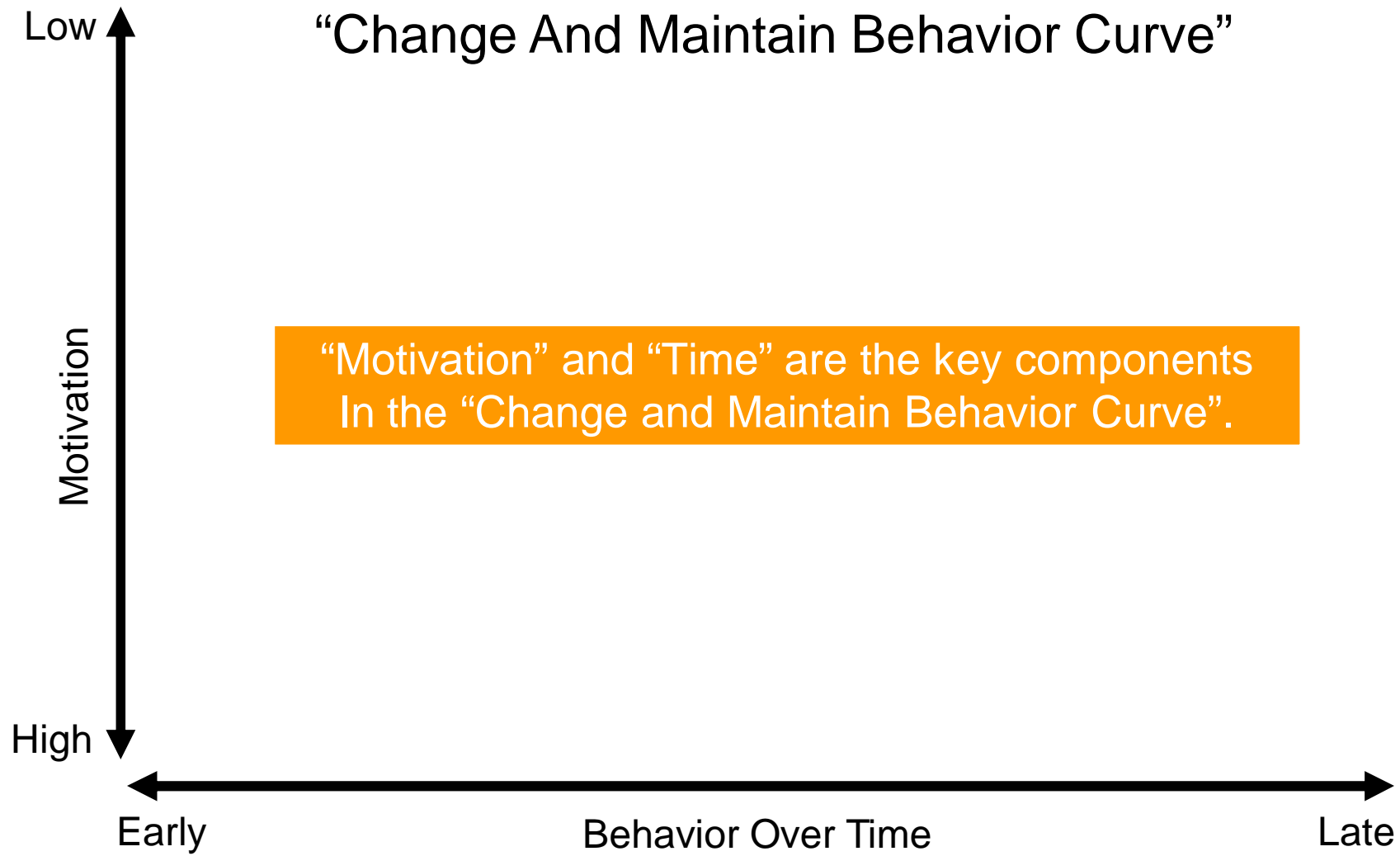


# How does one change customer behavior?\*

By understanding the dynamics of the  
**“Change And Maintain Behavior Curve”.**

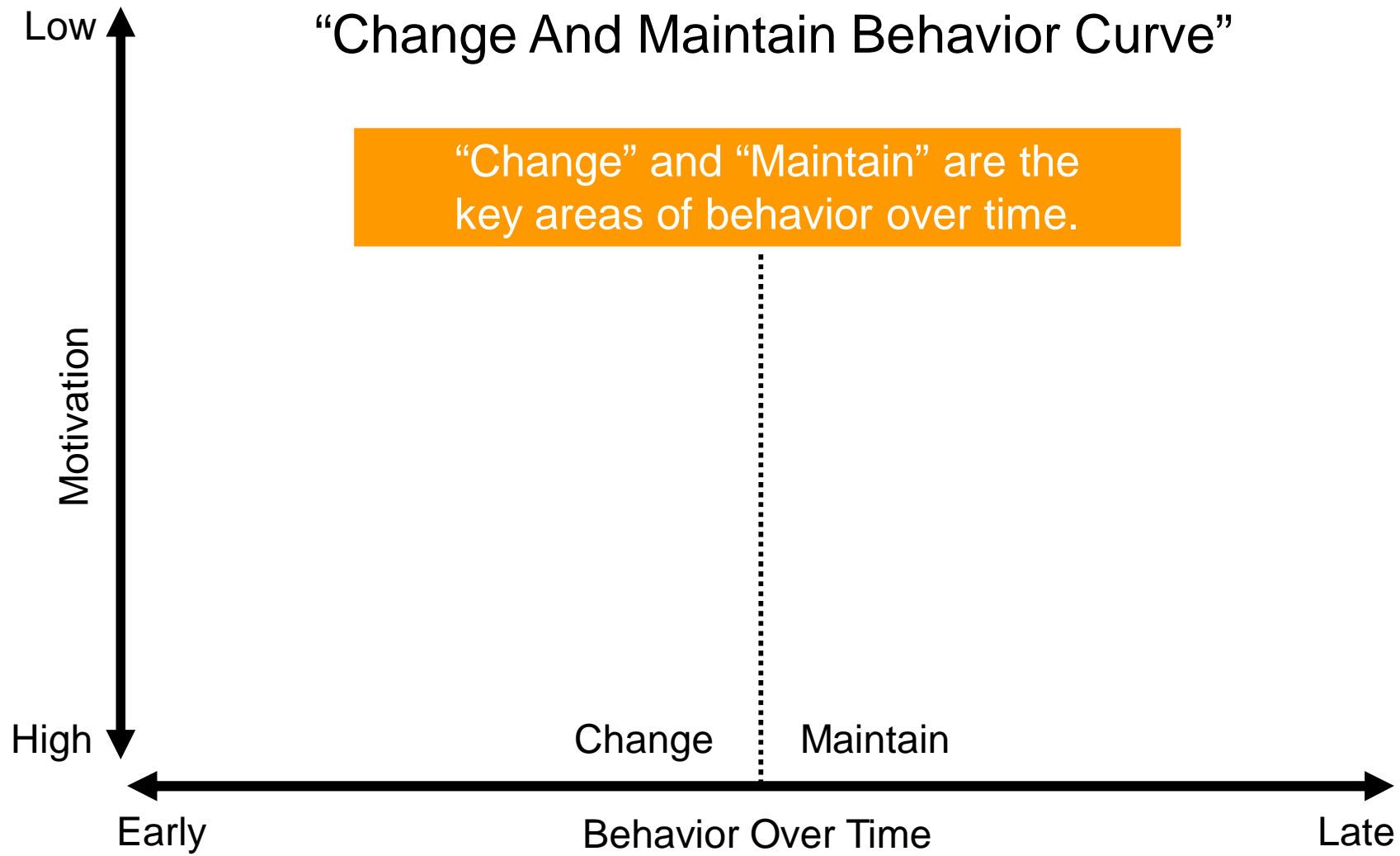
\* W.R. Robinson, Houston, TX, 1995.

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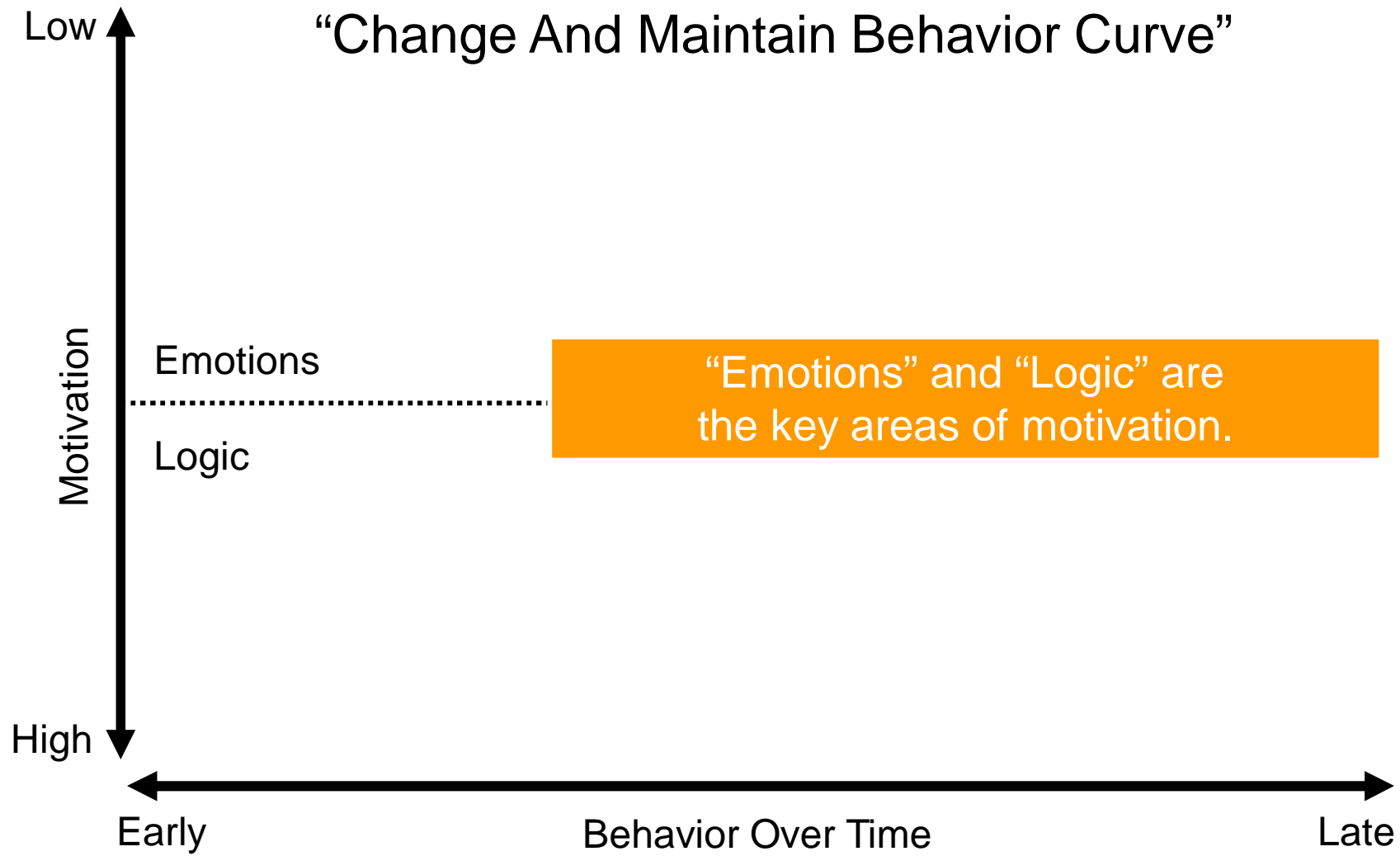
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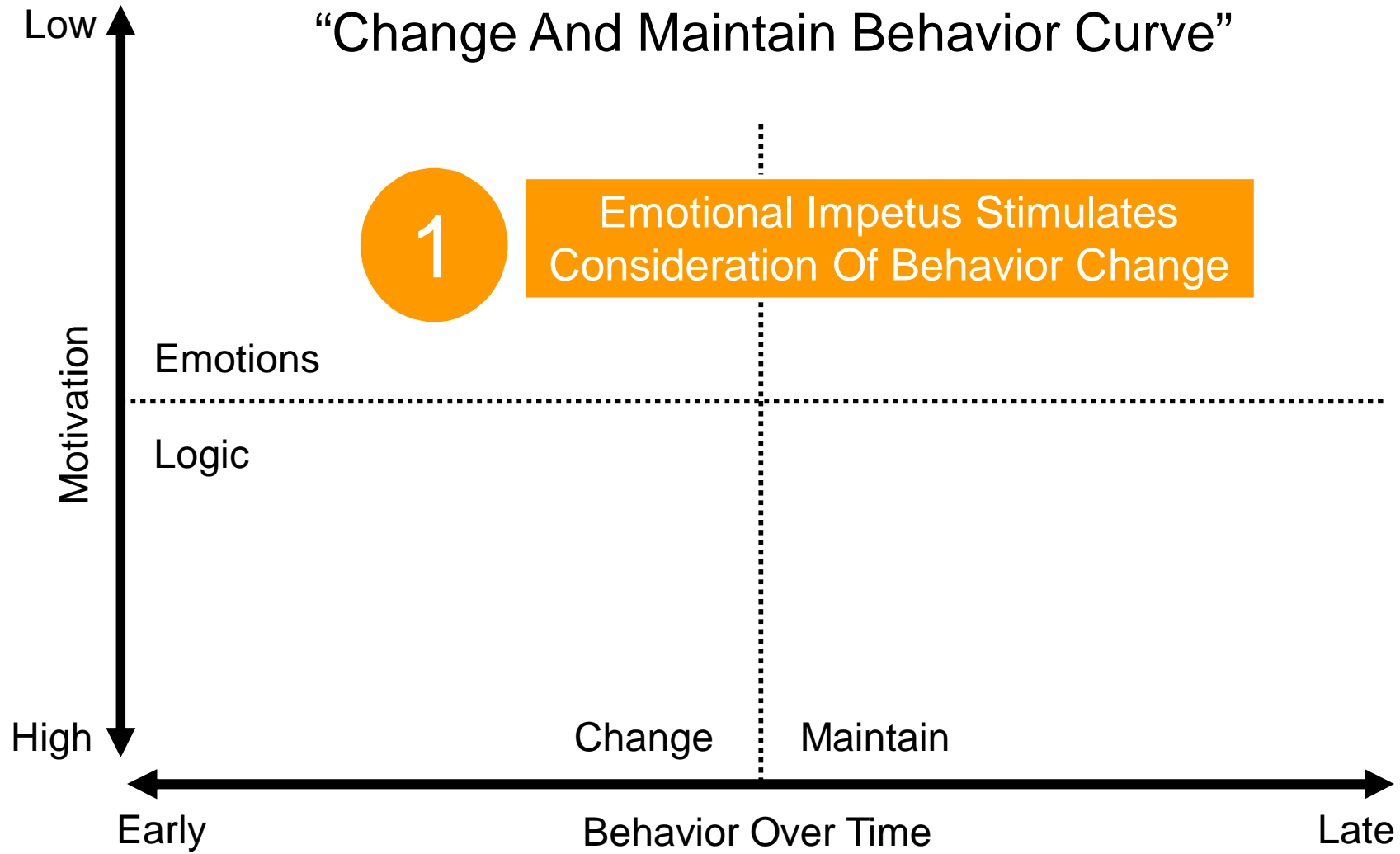
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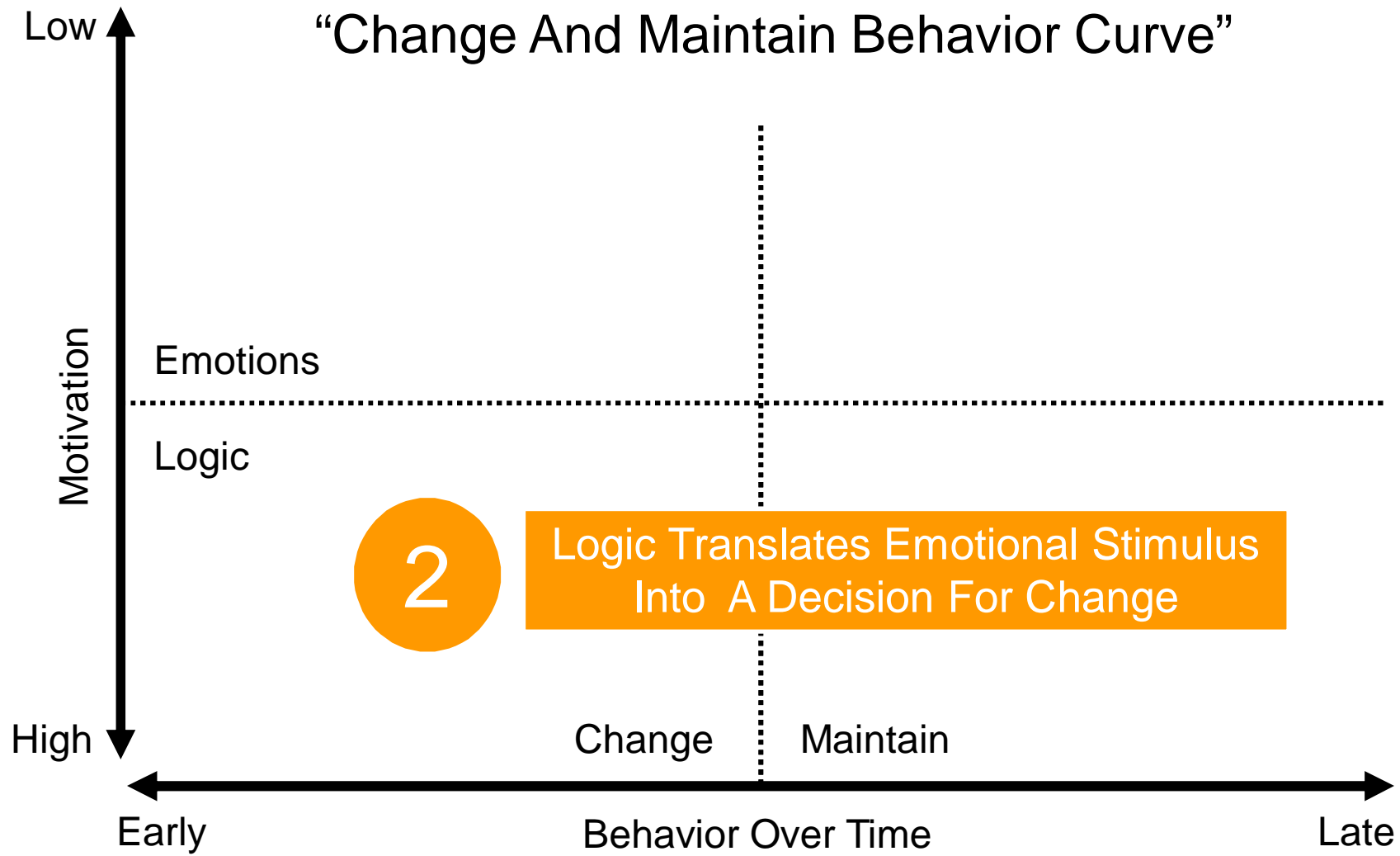
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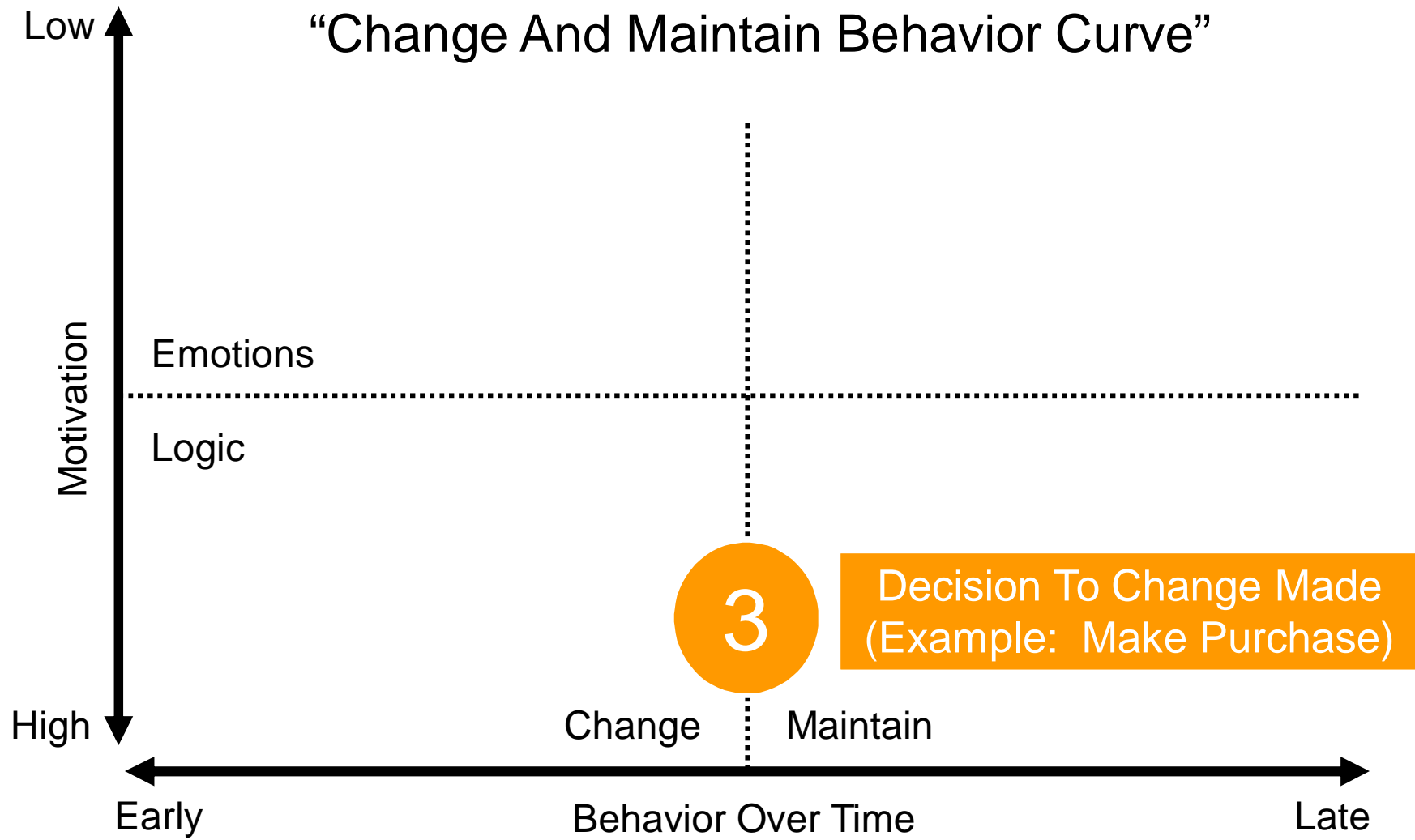
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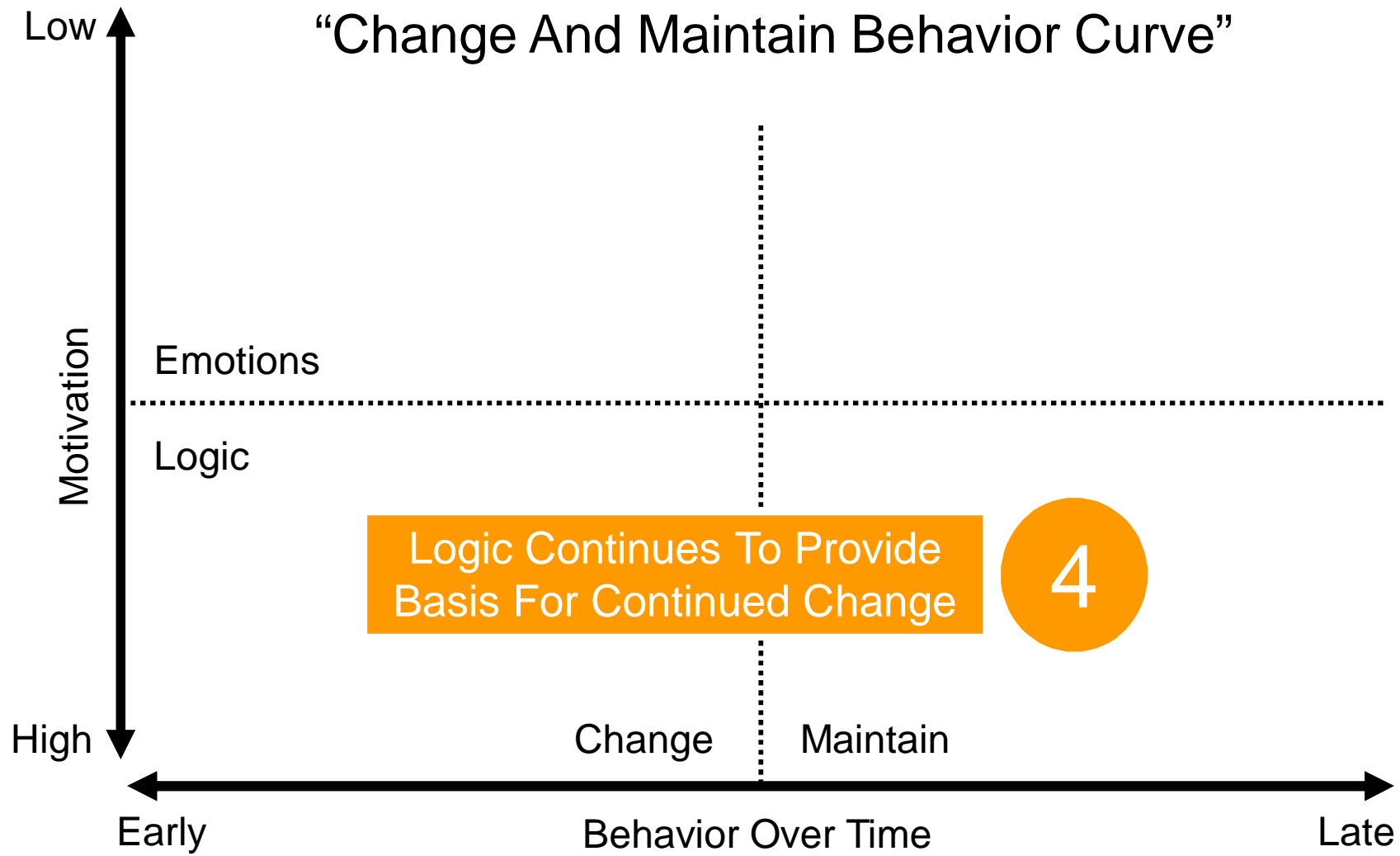
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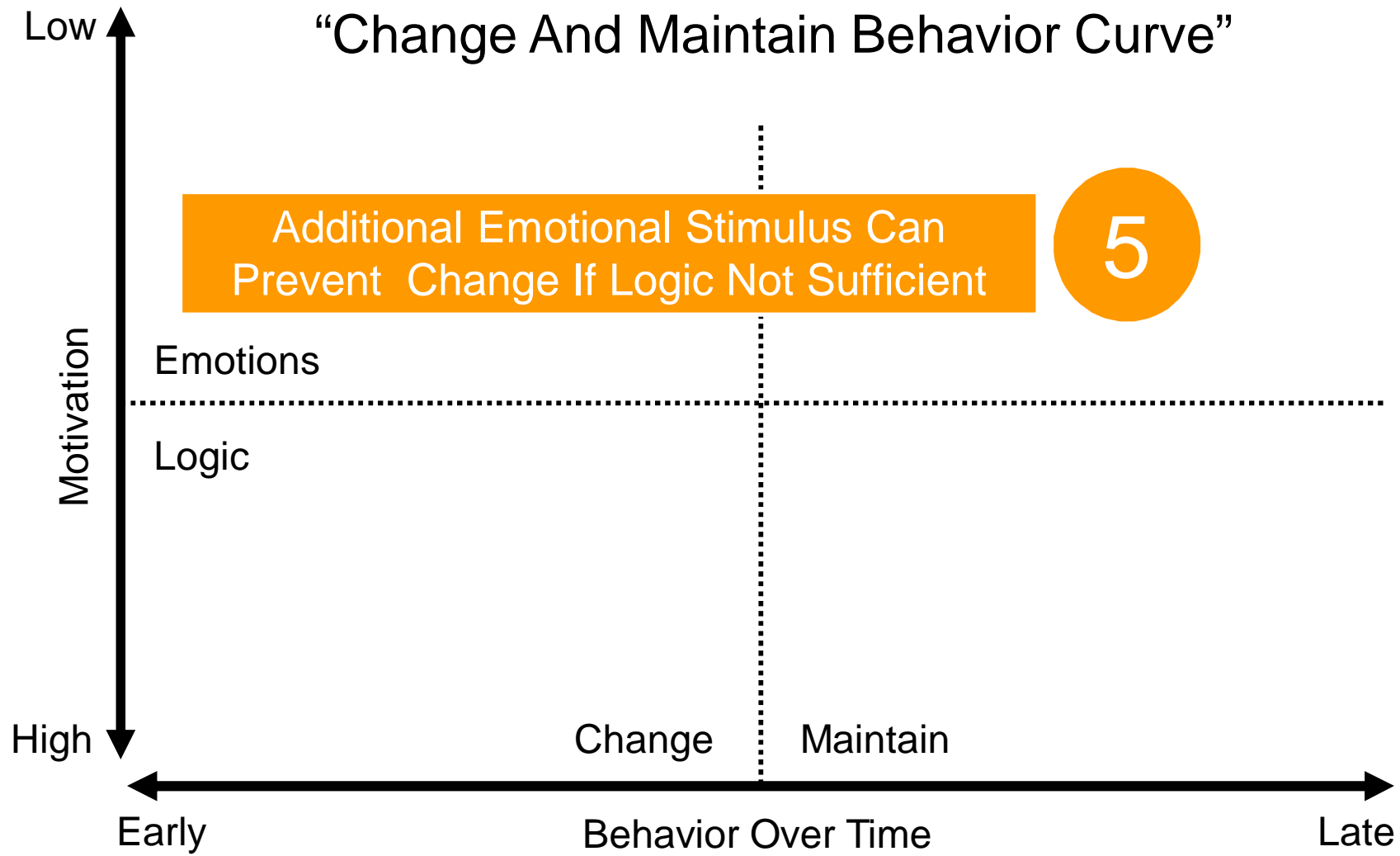


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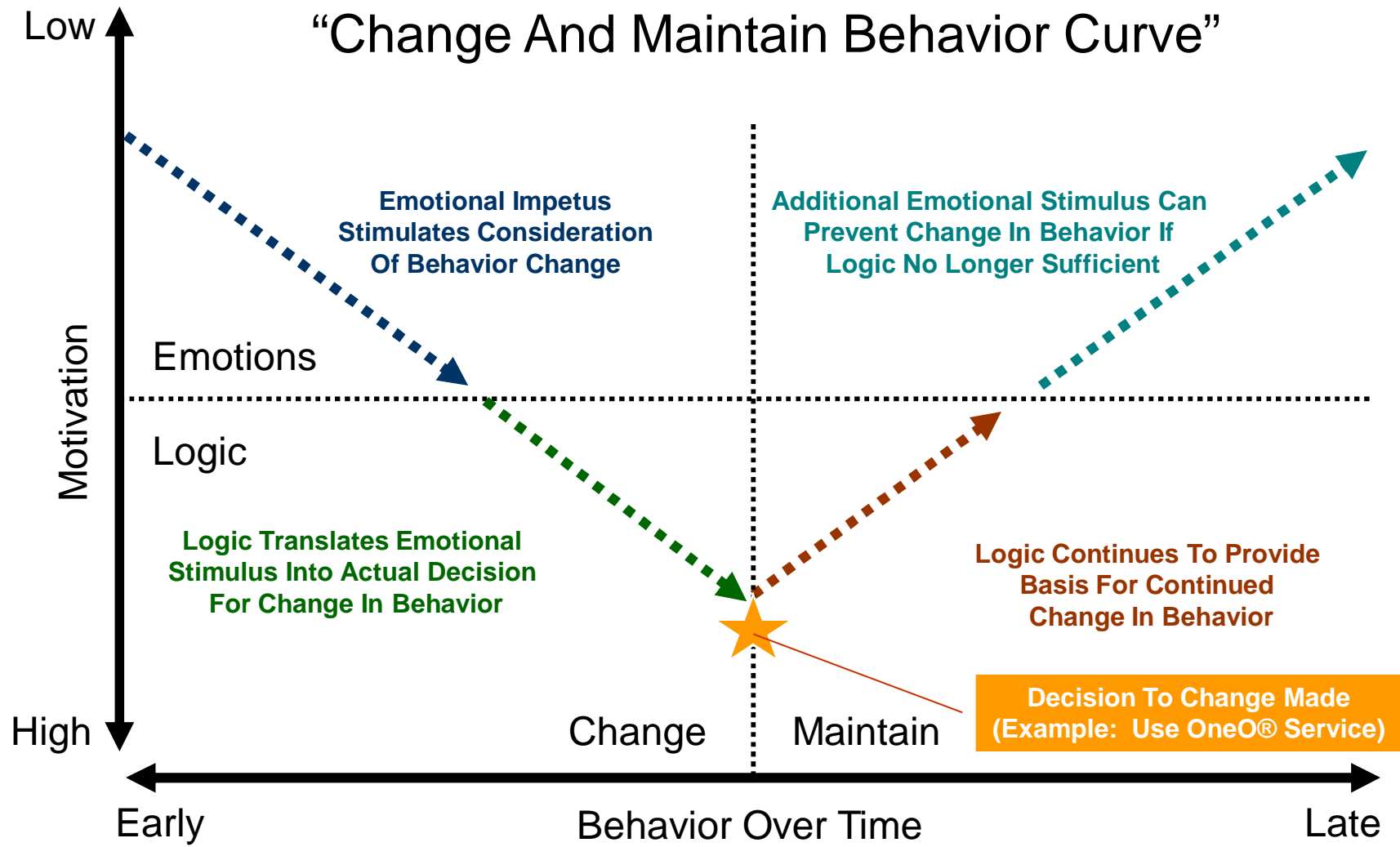
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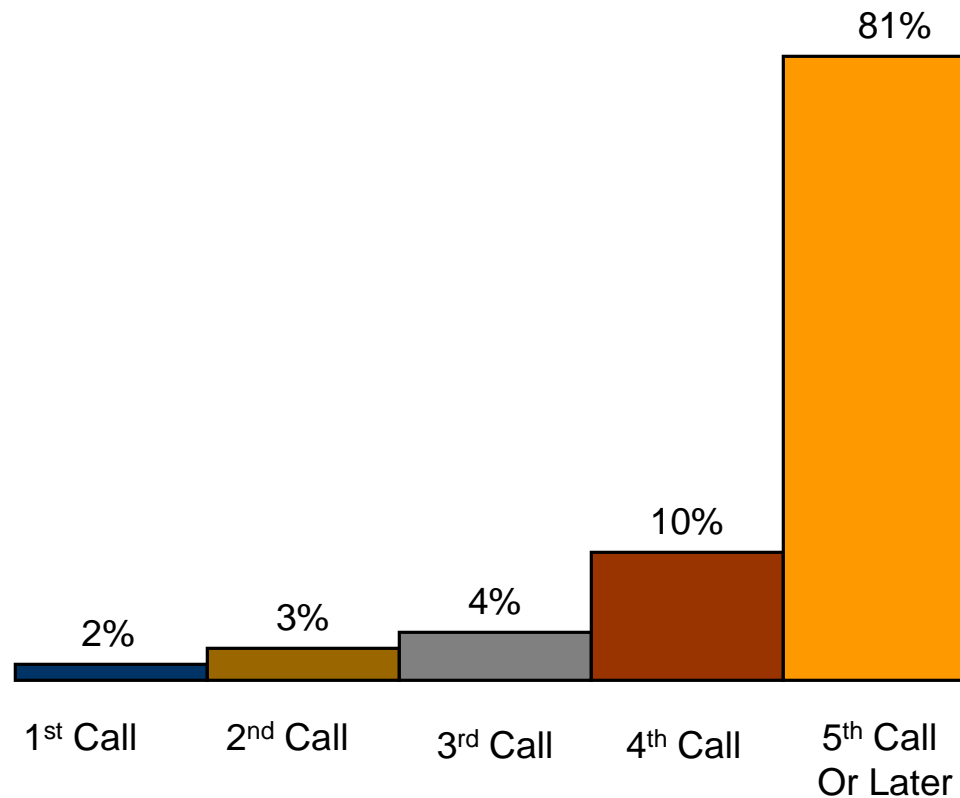
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# How many contacts are required to close a deal?\*

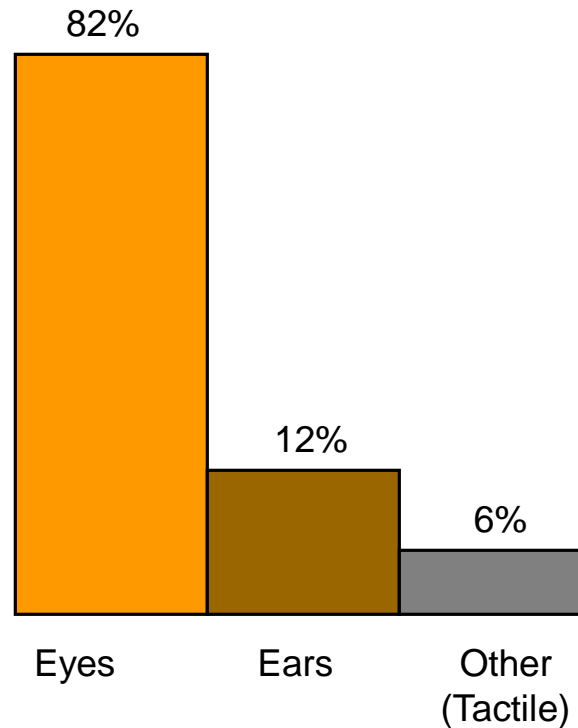
## Typical Number Of Calls To Close A Sale



\* Levinson, Jay Conrad. Guerilla Marketing. Boston, Houghton Mifflin, 1989.

# How do customers best receive information?\*

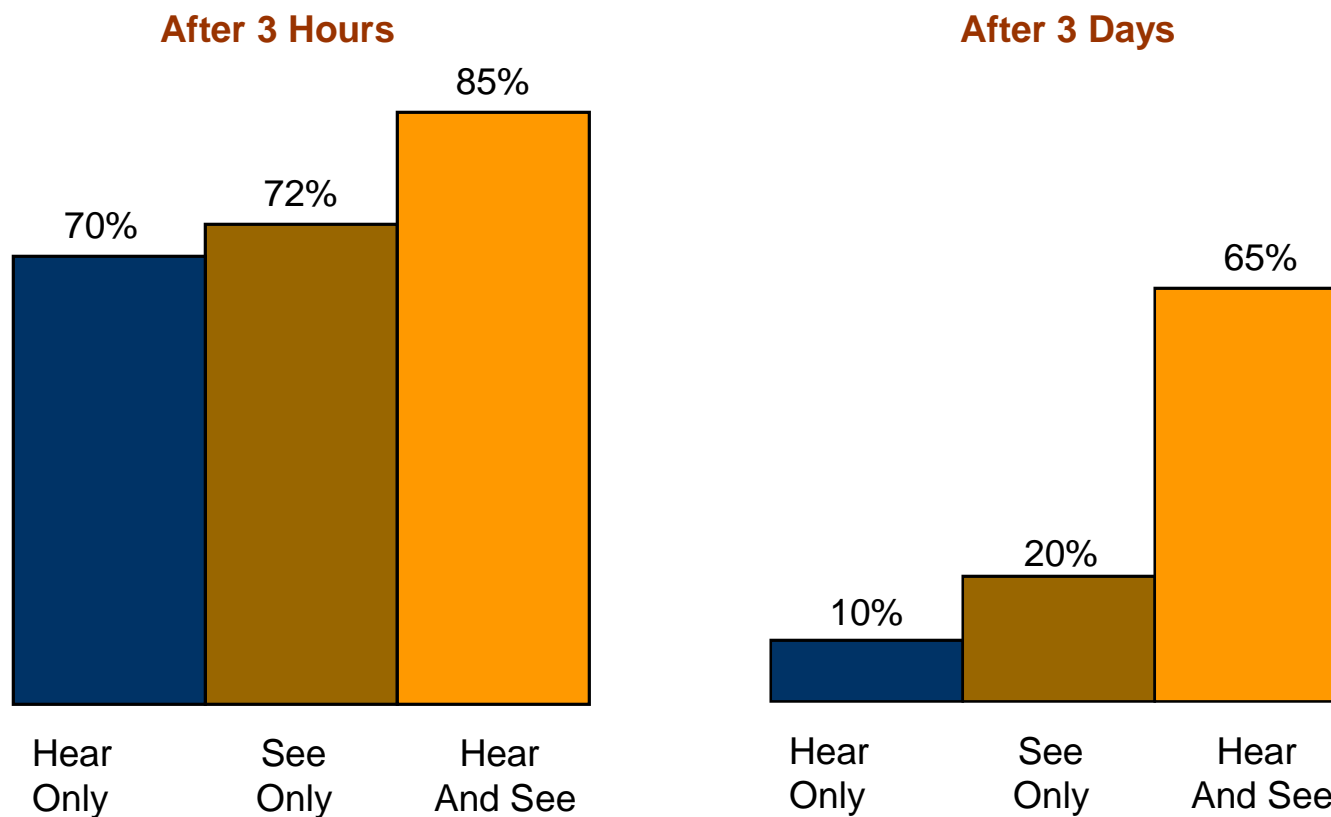
## Reception Of Information – Total Reception By Sense (In Percent)



\* Phase I Learning Systems – Selling Skills, New York, NY: Pfizer, Inc. 1993.

# How do customers best retain information?\*

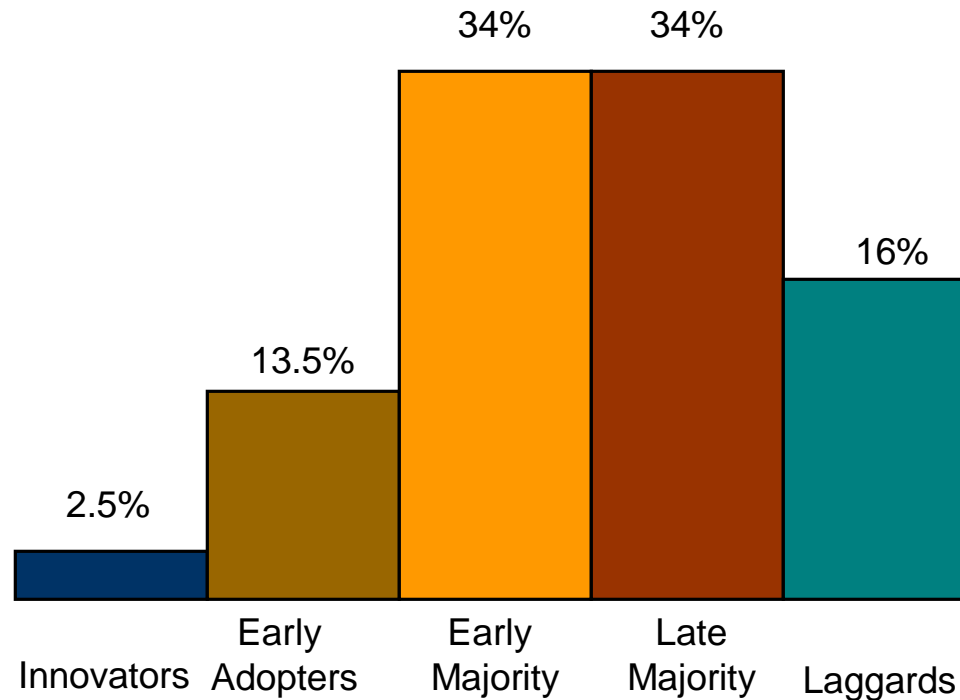
## Retention Of Information Over Time (% Information Retained)



\* Phase I Learning Systems – Selling Skills, New York, NY: Pfizer, Inc. 1993.

# Where are potential customers on the innovation adoption curve?\*

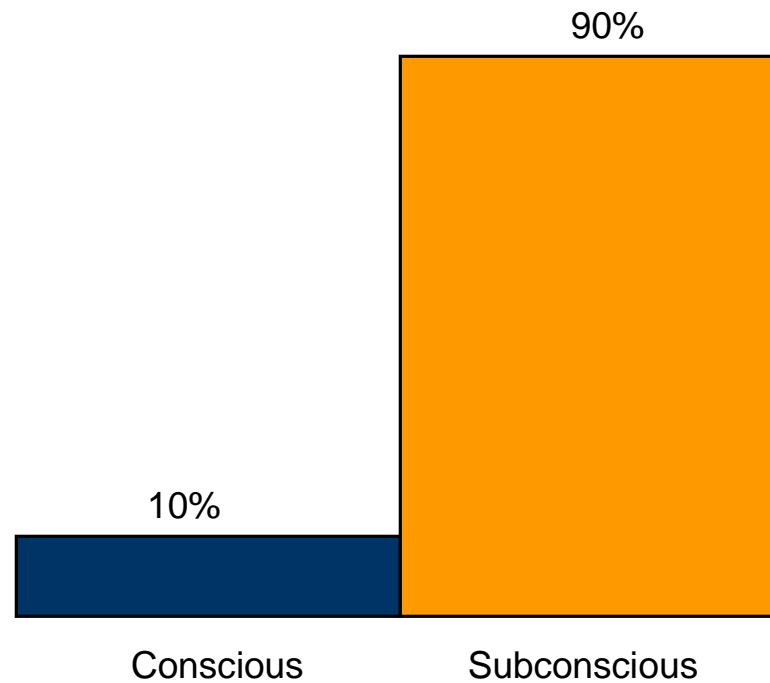
## Rogers Adoption / Innovation Curve



\* Rogers Adoption/Innovation Curve, Everett Rogers, 1995.

# How do our minds work?\*

## Mental Activity Overview (% Of Mental Activity)

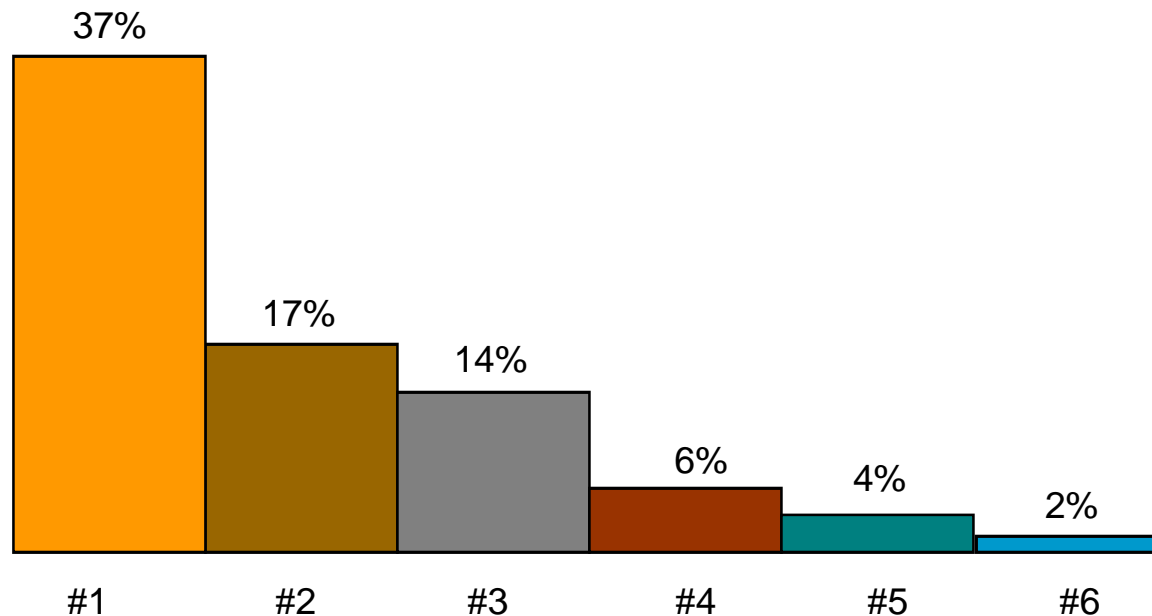


\* Murphy, Joseph; *The Power Of Your Subconscious Mind*, 1963; Prentice Hall, Inc.; Englewood, NJ.



# How does order of entry effect market share?\*

## Market Share Percentage By Order Of Entry



\* Adrian Slywotsky, Value Migration; Harvard Business School Press, Boston, MA; 1996.

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