

9. Persistence is the key.

Persistence is an incredible quality to possess. In fact, persistence is the number one reason why people are successful in life. It's also the driving force that determines why certain people are wealthy and others are not. Nine times out of ten, wealthy individuals' success is not due to financial backing or education. Rather, they most often owe their achievements to persistence. There's an old sales adage that says: "Some will; some won't. So what? Who's next?" I want to focus on smart persistence.

If you get lots of no's in your persuasive endeavors, you might be wasting your own and your prospects' time. A fine line exists between smart persistence and being a pain in the butt. You need to be able to sense when and where the best time to contact your prospects is, how to make contact with them and whether you should continue contacting them. When you are properly influencing your prospects, they will let you know that they appreciate your correspondence. You can be persistent in trying to break down the brick wall with your head, but there is a time and a place for good, smart and patient persistence. Don't make the process a badge of honor by counting up your rejections. Sure, rejection is part of being a persuader, but let's just keep assessment of it down to a manageable level. We know we can't persuade all the people all the time. Hence, we should also know when to walk away from a prospect and find another one to expend our efforts on. I could be in NYC, handing out \$100 bills to pedestrians, and many individuals I approached would not take those bills. They would not have the time or inclination to think about it... No matter how sweet the deal, they would assume there has to be a catch.

Working harder is useless if your prospect doesn't see a need for your product or service. First, find your ability to read what your prospect needs then determine the best way to be persistent. Is s/he a qualified buyer? Persuaders contact prospects almost every day and wonder why their calls aren't returned. The persuader may feel that s/he has a great potential buyer who is interested and with whom it is just a matter of time before the deal is closed. The persuader just senses that the sell is inevitable. Funny thing is, it isn't. When a prospect we thought was a sure thing lets us down, we contact her/him to get the

truth. Often, this is what we find out: S/he had no intentions of ever buying; s/he is sick of all the hard sell messages; or s/he did not have a need, want, interest or even the money to buy. Unfortunately, our faithful persistent persuader did not take no for an answer and lost the sale. Again, persistence is a great trait, but the smart aspect must be added to it if you are to succeed.

Another important point to remember is that when you are contacting your prospect for a second or third time, the emotion has left the building. Hence, you need to revisit why s/he was interested in the first place. Maybe your prospect was going to think about it but hasn't had the time to do so. Maybe s/he hasn't even found time to look at your beautiful literature yet. You have to recapture your prospect's interest and needs when you make the second, third or fourth contact. If s/he is no longer hot for your product or service, you have to restart the fire. If you do leave a message, make sure you give the recipient a great and legitimate reason to call you back. Do you have more information than you had the last time you spoke? Has there been a product enhancement or has the pricing changed? Get your prospect involved as much as possible.

If you are dealing with a stubborn person who absolutely will not change her/his mind about anything, don't panic. There are reasons why this person is closed-minded and always saying "no" to everything. S/he might not have a clear idea about what you are proposing, s/he may have been hurt in the past, s/he may be afraid of being judged, or s/he may feel like her/his ideas are not being appreciated. Don't take it personally; these types of situations will happen from time to time.