Strategic Approaches for CEOs: Converting Prospects into Quarter-Winning Deals

The difference between a quarter-winning CEO and the one who does not is: time. There’s no better time than now to convert potential sales into tangible deals because if not now, when? Some deals do take their own sweet time, but if a significant amount of your deals are stuck in limbo, it’s your lucky day today! Because I’ll share with you 4 strategic approaches that quarter-winning CEO’s have adapted to convert deals in the pipeline into sure things.

**But who is my potential client?**

The BANT approach works wonders to sniff out clients that are most likely to be your real clients. Once you have the Budget, Authority, Need, and Timing figured out, you’ll know who exactly to sell to. Some businesses even use the MEDICC or CHAMP approach and you’ll have to figure out what’s best for you! Because here’s what you need to understand: no amount of strategizing will work if there are budget constraints and competitor influence. Always remember to investigate your pipeline through and through!

**What can I do for their company?**

After figuring out who to sell to, you’ll need to figure out how? When you’re making your case make sure to subtly address the biggest concerns of the clients; you can do so by emphasizing the cost of inaction. Good arguments are made with a fine balance of logic and facts; so don’t forget to provide case studies and include the numbers in ROI for similar companies. Offering pilot programs is a show of good faith

**Observe Buyer’s Trajectory**

Another big question that needs consideration is what is stopping the prospect from turning into a real client. There are many levels to take a potential customer from the pipeline and to convert it into a deal but it is also important to constantly evaluate your client’s needs and capacities at the moment. It is important to structure the pipeline and re-prioritize according to the need of the hour. Once we have reassessed the situation and analyzed trends, it is easier to refine our proposals. The sale’s process will move so much faster if we can figure out the buyer’s trajectory.

**Remember to follow up!**

Follow-ups never hurt! According to a study by Harvard Business Review, the average response time for online leads is 42 hours. If this gap could be shortened and prospects are promptly nurtured the gap between potential and tangible also shortens. Communicating with your prospects is crucial to close the deal, along with a very compelling offer. It is also wise to incentivize your client’s with special deals, if closed within a certain time-frame.

The market and client changes rapidly and in such an unpredictable landscape a CEO has to always remain agile and adaptable when it comes to decision-making. So in short we have to figure out who the potential client is, why they need your expertise; this should be supported by other relevant case studies. So now you have the tools of a CEO to go and turn your prospects into real deals!