

The Rubber Chicken Dance

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How to increase sales by making fewer cold calls

Sales can be frustrating and lonely if you elect to make 50 cold calls every day. Good sales people who have been in their business for more than 2 years should not be making ANY cold calls. There are 2 critical components to effectively and consistently generating revenue. First, sell opportunities which are in your pipeline and secondly, replenish that pipeline BEFORE you deplete it.

Successful sales people understand the value of an integrated prospecting and sales plan. They understand that selling is tactical and relatively easy because you are already in front of an interested prospect and have their attention and interest. The real reason sales people fail is that they do not invest nearly enough time strategically developing their target market via PROSPECTING and NETWORKING. Many people feel that “Marketing” is the responsibility of their company, and comes from an ivy tower. Successful sales people recognize the need to leverage corporate branding and marketing and take responsibility for taking the message to the streets. They have created a solid integrated sales AND marketing plan, one which leverages the corporate brand within their territory and establishes a “top of mind” awareness throughout their territory.

So where do rubber chickens come into the equation?

When we attend a networking event what is generally served as the main course? Chickens!!! The more events you attend the more chickens you eat. After awhile the chickens all taste alike: rubbery, cold and overcooked, hence “RUBBER CHICKENS.” Successful sales people eat lots of rubber chickens, sharing dinner drinks and conversation with future customers who end up becoming close friends. The challenge we face is creating an effective marketing and prospecting plan which gets you eating enough of the proper chickens. The lesson is simple: great reps attend the proper networking events and eat the right rubber chickens.

Ask yourself: Are you eating enough of the right rubber chickens?

- Do I have a written networking and prospecting plan for the year?
- How often do I network?
- Are the people with whom I share a rubber chicken dinner the same people who can say “Yes” to my products?
- Do I have a way to measure and monitor the ROI on my networking efforts?
- Do I have a solid 30-second commercial that is engaging and causes people to act?



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