

25 Ways to Get Out of a Sales Slump

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The Gang at Clarke, Inc.



facebook.



We recently participated in a [Sales Playbook](#) LinkedIn group discussion regarding sales slumps. Specifically, how do you get out of a dismal sales spin? Well, the number and quality of responses were nothing short of amazing. We have distilled the best responses and given attribution to the authors.

There is a lot of information and ideas in this eBook. But, do not miss reading the final two suggestions.

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.

25 WAYS TO GET OUT OF A SALES SLUMP

[Jose Mario D.](#)

Experienced Fire and Security Systems Designer

Many times a salesman is having a bad time, or is in need of closing a sale, or is financially in a bad situation, they tend to show it off and this scares customers. You need to be confident of your product and services and once you believe in them, you will pass this confidence to your customer. Innovate, look what your competition is doing

[Sharon S.](#)

INSIDE SALES, CEO

Compile a list first to know where you have gone, where you are going, who's still there etc. If you don't put together a plan you're at the mercy of the trade winds. It does begin with a list. So many people don't have a handle or an idea of what's out there to begin. First see what you've got and also what you may not have on the radar. What companies/target market verticals are your "sweet" spot?

[Don A.](#)

Impacting lives by helping people reach stratospheric heights they never thought possible

Think of yourself as an athlete of your company. What do athletes do? They train every day and learn from their weaknesses and failure to move forward. Use the tools that are out there. LinkedIn is huge for lead generation and leveraging. Are you utilizing it to its full potential? Are you branded or are you a force that people want to do business with? Probe your existing client base to find out more about the market - which you should be doing all the time. Update your LI profile and get more social. Seek out closed networking groups and social selling seminars. Back track your success steps that led to your last few victories and tweak your process. Try new things, measure, and track them so you know if you were successful or not. You have to want it, learn it, and do it.

[Bob S.](#)

Construction Industry Sales and Management Executive / Contractor/ Business Development Specialist

Take a couple of hours, and think back on two or three sales that you had that you feel went great.

Take pen and paper and as you review these sales in your mind, make notes. Take the notes and begin

to put together all the steps that you did to have a great sale. After you get this together, you should feel pretty good. If the light switch did not go on several times while you were doing this, you need to relax and visualize the sales process. After you get the notes together, the real work begins. Go over these successful steps time and again.

Steve S.

Business Development Manager

Just because you are in a slump it does not mean you are not the same person that brought on all the happy customers before. What's happened is simple. You got tired and mired in all the other things we sales people need to do aside from our real job of selling. To me it is simple. Go recharge your batteries. Take an hour or a day or two away from the office and find some peace. You need to rest, and relax. Once you have accomplished the two "R"s it's time to refocus and "Remember" what went well with some of your best sales. Then call some of those accounts up and have a genuine discussion as to how they are doing with your product/service etc. They will give you valuable insight that will allow you to win the next client. Once you are satisfied with their answers tell them you are in a competitive industry and could use referrals from happy customers like them and ask them if they know someone who needs your attention. They'll be happy to help as their referral will get great treatment from you and they've helped you out too (win, win and win). Bottom line is you never know until you try and in sales it doesn't pay to be shy. :-)

Dennis L.

We build SmartPhone Apps for both the iPhone and Android platforms. We help with Social Media and develop websites.

Have you ever done a SWOT analysis for your sales business? Do a SWOT (Strengths/Weaknesses/Opportunities /Threats) analysis at least 3 times a year. You won't believe what an insight it can give you into your current situation. Most businesses do this regularly but individuals - especially sales pros - can really benefit too.

Don A.

Impacting lives by helping people reach stratospheric heights they never thought

Keep, Start, Stop... Years ago I worked with my sales coach. He gave me an exercise I have used dozens of times since then. The exercise was called "keep, start, stop." The idea is rather simple, but profound.

First, make a list of all things you need to "keep" doing in order to reach your goals. Honestly, we don't give ourselves enough credit for what we do that works for us. At this time of year we want to jump into the "start," we want to rush to the new stuff. But reaching your goals likely doesn't mean that you have to scrap everything you're doing. A lot of what you do now is already producing good results. What do you need to "keep" doing?

Second, make a list of what you need to "start" doing. Look at your goals for 2014. That is where you are going. Look at where you are now. What do you need to start doing to bridge that gap and reach that better future? My hallucination is that you already know what you need to do, that it's the difficult stuff that no one likes to do. What belongs on your "start" list?

And here is where the action is: your "stop" list. From year to year, we add more and more to our "to do" lists without adding anything to our "to-don't" lists. If there is one thing that will derail your ability to

reach your goals it is going to be your refusal to give up the things that steal your time, your physical energy, and your emotional energy and make room for your priorities. Be honest, what are you hanging on to? What are the things that you need to “stop” doing in order to reach your goals? What do you do that requires an investment of time and energy and doesn’t produce the results you need? What no longer works?

Go ahead and answer these questions now. Maybe you need to add, “Stop procrastinating” to your list? Or maybe you need to add, “stop refusing to take time to work on myself.” Taking ten minutes here will help.

Paul R.

Sales & Marketing Strategy consultant and Channel Specialist

If the funnel is OK, but you’re losing to competition consistently, then try doing a "lost sales" analysis to see if there are common factors that can be addressed to improve close rate.

Lauren M.

Account Executive

When I get in a sales slump I retrain the brain or energize it by doing something I love, for example, by donating my time, cleaning out my closet at home, etc. Maybe what's happening isn't exactly what you think it is. Maybe it’s right there in front of you. Ask yourself what is it that you love and what are you missing? Go back to what brought you to the industry get your feet wet again. I find training someone new someone wet behind the ears is all that I needed.

Carla S.

Insurance Agent

I find that when I get in a slump, I stand back and don't think about work for a while. I'll do something completely different, something that I love to do and try to clear my mind. And then go back and assess the situation and see if there is something that stands out that may be causing the slump.

Tracey B.

Production Coordinator, solutions builder and all-around "go to" person for an advertising/marketing agency

You need to believe in yourself, your product and your services before you can convince others. Regardless of being in a slump or feeling stressed and down about it, you need to approach each and every prospect with a positive, "can do" mental attitude and a smile in your voice as well as on your face. It's tough, but trust me, people react to it.

Someone much better at sales and building customer relationships once told me, "Half of the preparation is your mental attitude". If you're talking on the phone, put a smile in your voice. If you're meeting in person (or via video call, these days), put a smile on your face as well as in your voice. People respond to positive vibes whether they intend to or not."

Richard H.

Construction Sales Training

Sit down and talk with your people. Set up a round table where people can speak. When we set up a round table it keeps us fresh and alive with what we do. It also keeps you using your guides or steps for success. At times we start to fade without realizing that we have forgotten or completely bypassed a few steps that are critical, however small. The round tables are great to keep you on your toes.

I keep a journal of each client including what was stated by the client and me. This journal includes every phase from the greeting, information gathering time, presentation, acceptance, payment, completion of the job, follow up call, etc. When a slump happens I can look at this journal and I can pick out exactly where things started to go south. The slumps last only a day or 2 or less due to having a plan.

Without a record I would recommend you to sit down and write everything on paper that you can think of that you perform with each customer. We are creatures of habit and will have a routine. You will discover what part of your routine has changed and it could be as little as a smile that is heard in your voice.

Richard J.

Sales Training | Sales Coach | Helping salespeople excel, sales leaders inspire and business owners thrive.

It's time for a sales performance review. Detach yourself and ask all of the questions you would ask any other "salesperson". If they were slightly down on performance then you will soon get to the bottom of what's changed and it won't be much (it never is). I work for myself but I have sales/performance review meeting with "my boss" every month. I even find myself asking the questions out loud.

Hugh L.

You want to create more sales and income with less fear and stress! Let's chat!!

The focus has been on the "big sales slump". Change your focus to how you can improve your prospects' lives in a really meaningful way and become their partner in solving their problems and helping them get what they want. When your focus is on them and off of yourself, you'll be amazed at what happens!!

Tiffany B.

Director and Founder

To re-find your motivation or just to boost your resilience, you should take a look [at sales-motivations.com](https://www.sales-motivations.com) for their on-line tool (they also offer coaching and workshops). It's based on Cognitive Behavioral Coaching and has been shown to increase performance as well as the things mentioned above. It's all about the way you think. And thinking about our thinking is the most powerful tool we have

Jim A.

Senior Consultant

"The Bitterness of poor quality remains long after the Sweetness of low price is Forgotten"

Don Andersen

Impacting lives by helping people reach stratospheric heights they never thought

I also wanted to add one more thing...imagine that! Understanding your slump is also a big factor in the

steps you take to getting your MOJO back. Identify what the slump actually is for you and your market. No doubt you're an all-star on your team so is this just you not living up to your own high expectations, or is it you dipping below the "industry average" for your market? It's critical to our success to understand what success looks like in our environment. Track and measure your activity so you have a gauge to measure performance relative to it. I love baseball so I'll use the analogy of David Ortiz in the post season last year. David is an all-star DH, and we all know that, but if last year's post season was his personal benchmark, the rest of his career looks like a rookie season instead of equally or beating league averages for his role. Like all professional athletes, he's had his ups and downs, but if you look at his numbers during slumps, there are plenty of hitters in the league who wished their average was his slump.

When I perceived I was slumping, I always took comfort in knowing that my process was sound due to the above average success I had with it. That's why it's so important to understand what success looks like. We all know that a large part of sales is between the ears so it's critical for us to stay focused on the positives and the repetitive steps that led to it. Take comfort in knowing that the averages work themselves out over time when a proper process is in place.

If you have one, seek your manager's help. That's what they're there for. They should be able to give you some help and insight into your performance as it relates to your market.

CHARGE!!!!

[Marc Z.](#)

International Mailing and Shipping Consultant

Going back to the basics always works for me. Do all the things that have worked before. Then, call on some of your best customers. Remind yourself why they bought from you. Make some calls on some small prospects and make the easy sales. Often it is not more complicated than some simple confidence boosters. Dale Carnegie teaches that there is nothing to be gained by worrying about the past so long as you learn from its consequences.

[Jordan L.](#)

Funding Specialist/Director of Sales

We all fall into sales slumps. The good news is, it can only be considered a slump if you consistently produce! Here is what keeps slumps going: You start reaching, there are very small, subtle changes prospects pick up on as the close comes near. Maybe you try just a tiny bit harder, get 1% more excited than normal. They can hear or smell your.. "Sales breath!" The best thing you can do is (after taking a break to regroup and maybe review the sales you lost) is just go back to basics. If you have a Sales process, follow it step by step religiously. Just like how you did when you first started. Don't even focus on closing, just follow your process. The slump will break and you will be your old Rock star self again!

[Dan Allen J.](#)

Direct Sales Supervisor

There are some great comments and advice here, the truth is, this is probably not the first time you've heard it. Just as an overweight person knows how to lose weight and become healthy, or a drug addict knows how to live without a fix, you know how to sell and get out of your slump. Many times it's just a matter of how bad you want it. Do you believe in what you sell? Do you know your own worth and what

you bring to the table? Do you know how much pain, ridicule and discomfort you will take before you give up? Do you want success as much as you want to breathe or is it something you just kinda want?

Irish S.

National Sales Manager

Anytime someone is in a slump it is time to go back to the basics. Just like spring baseball practice we 1). Need to get our self in shape (both mental & physical, positive attitude makes a difference) 2). Look at the numbers to see what they tell us and what you work on (maybe spending too much time with unqualified opportunities?) 3). Start by putting together a better written short term plan and get rid of the distractions (one page, don't worry about the things we can't change) 4). Look at whom you are hanging around with and spend more time with winners, not ones that are also in a slump (but they feel so good to be around don't they?) 5). What do they say, fall 7 times, get back up 8? (Add positive affirmations to our daily routine). 6). Don't set the initial bar too high, get some wins and get 'mo' back on your side. IMHO.

Tim M.

Sales Professional | Social Media Enthusiast | Blogger | Relationship Builder | Toastmaster

Remember how awesome you felt when things were going well. I bet setbacks did not affect you as much. Focus on the positive and remember how confident you were when on top of your game! You can do that again.

Lisa M.

Sr. Digital Media Sales Exec

When I am in a "slump" I like to get back to basics. In sales, a slump typically means a dry pipeline. I would recommend get back to a focus on prospecting, filling the pipeline and asking the tough questions that help identify the prospects that are in need of your offerings. Ask clear questions regarding their budget, timing, and willingness to move forward so you can identify the prospects to devote your valuable time to.

And, here are our favorite responses. File these under “tough love!”

Bob B.

Owner & Designer

My suggestion is to blow some sunshine upon yourself... once you start relying on others to provide you with the means of this magical "spark" to ignite your sales, you lost your edge... you have to be able to fight your way out of the paper bag! So, buck up, pull your head out of your arse, and plow through it.

Some stuff we need to be able to figure out on our own. No google search or plea for help can rescue you. Sales are sink or swim. If you're sinking and you don't have the fight left to keep swimming, you're going to drown in your own pool of tears.

[Sharon Sullivan](#)

INSIDE SALES, CEO, FIRST STEP RESOURCES

You have to look at what you are, or are not, doing for the answer as to why you are here and how you can get out of it. I looked at Tony Robbins whose words put the onus on me. That's a good thing because now you can control it instead of it controlling you. There's no magic bullet.

A real decision is measured by the fact that you've taken a new action. If there's no action, you haven't truly decided.

Tony Robbins

Take control of your consistent emotions and begin to consciously and deliberately reshape your daily experience of life.

Tony Robbins

You see, in life, lots of people know what to do, but few people actually do what they know. Knowing is not enough! You must take action.

Tony Robbins

Tell the gang at Clarke, Inc. thanks for the 411 by going to the next page.

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