

Your Prospect Said Yes! Is it a Done Deal?

SCENARIO: You're meeting face-to-face with a new prospect, an important executive in a major corporate account. You hit it off immediately and have a great conversation where it quickly emerges that the prospect's firm really needs your offering, a complex system that will change the way they operate. After about fifteen minutes, you're feeling confident, and you go with your gut. You say: "I'm sensing that we're definitely going to be doing business." The executive smiles and says: "Yes! Absolutely!"

Poll

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- ☐ PROBABLY.
- ☐ POSSIBLY.
- ☐ I DON'T KNOW

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The correct answer is **I DON'T KNOW**.

Even though you've sold that executive, you haven't closed the deal. Not by a long shot.

Maybe if you were selling the executive a new car, or something that she's purchasing for her own use, you might be able to consider it done deal. But B2B selling is more complex than that and it will always involve a significant amount of research before you know if the opportunity is real.

To find out if the deal is real, you need answers to the following questions:

- **Who else has a stake in the decision or influences the outcome?**
- **Once the customer made the decision to buy, then what happens?**
- **Is there any stakeholder who reviews this decision prior to payment?**
- **Is there any stakeholder who can veto this decision once it's been made?**
- **What needs to happen in order for payment to take place?**
- **Is a purchase order required and, if so, how does it get generated?**
- **How has the customer purchased similar offerings in the past?**
- **What happened and how long did it take to execute on the decision?**
- **Has budget been allocated and, if not, how does it get allocated?**
- **Is there any thing that might delay execution once a decision has been made?**