

Activity 57-A

4-Core Reasons Customers Leave and Prospects Don't Come

Consider a recent lost Prospect or Customer from your selling pipeline/funnel and identify which of the four played the leading reason for losing them? Detail that finding out and then explore a path to re-engage and win them back?

1. Better _____
2. Faster _____
3. Different _____
4. Financial _____

Now, consider that you are consultatively engaging a qualified “profile” prospect or customer to make a sale with, identify your major market competitor and make the case below as to what they might say in each of these four drivers, if they were in front of your contact and they were attempting to persuade them away from you and to them?

Competitor = _____

1. Better _____
2. Faster _____
3. Different _____
4. Financial _____