



The Baron
Group, Inc.

October 2009

Identifying the Decision Maker

There is research out there that says two out of three sales calls are made on people who are not involved in the decision making process. That's right, two out of three sales calls are made on people who do not make, influence or implement the decision.

That's not all bad. We do see people who provide useful information and give us guidance though they may not be involved in the decision making process. But two out of three is a scary number.

So we need to figure out how to get that information. And right now, late in the year, is a great time to ask that challenging question. Well positioned questions can help tremendously:

“Mr./Ms. Client, we are beginning to develop our plans for 2010. In reviewing your account we realized that we are not sure how the decision making process works here. We want to ensure that we are including the appropriate people as we continue our discussions. With that in mind, can you update us as to how that process works here?”

It doesn't matter how you ask the question. What matters is that you ask it. We need to know who makes the decisions within the client organizations we pursue. Take advantage of the fact that the fall months are when our clients begin the planning process. Or, use whatever reason you want. Just find out how decisions are made. Until you really know, it is hard to effectively manage the relationship.