

# Having a Sense of Urgency

When it comes to selling, you must strike while the iron is hot. This applies to prospective clients as well as existing customers who may have additional funds they could spend on your products or services.

The consequences of inaction can be devastating. Putting paperwork and other non-critical tasks ahead of phoning a hot lead is like pouring cold water on a fire: all that's left is soggy ashes.



During the time that you hesitate, buyer requirements may shift, competitors may move in, corporate contacts may lose responsibility or change jobs, et cetera.

Instead, act quickly and provide a client with what they need, faster than they need it. That sense of urgency will give you a powerful competitive advantage. Things that should not be put off include:

- **Returning phone calls or e-mails**
- **Supplying information to unanswered questions**
- **Providing material and literature**
- **Writing “thank you” notes**
- **Sending “thank you” gifts**
- **Delivering proposals**
- **Answering the phones in a timely manner**
- **Visiting client sites**
- **Asking for the sale**

Having a sense of urgency should be part of your modus operandi. Strike while the iron is hot and you'll forge a strong relationship; wait and you may end up out in the cold.