

Just Walk Away

There are times that, when faced with a difficult sales situation where a customer is looking for a price or terms that are completely unreasonable, what makes the most sense is to simply walk away. That's right. You have to be prepared to walk away. Some deals simply aren't worth pursuing because

the effects of the sale may be too damaging to your company— whether you're having to discount too deeply, provide a shipping date that is physically impossible, or promising to deliver a product that may not be available.



What is the best way to walk away from the table? Simply stated, you should walk away in a manner that does not damage your relationship with your customer. They may wish to work with you in some other capacity or may even walk away from the “other” competitor to work with you. Just because you perceive all is lost does not mean all is indeed lost.

Therefore, the best way to walk away is in an amicable manner, with respect and dignity. If you've built up a strong enough relationship, you may not leave empty-handed. There may be other groups within the company who can use your products or services. Your client may not provide you with the business you had forecasted but may point you in the right direction.

Once you've walked away, send a sincere thank you note and don't lose touch. Be professional in every possible way so that your behavior and your communication reflects well upon you and your company. No one likes a sore loser.

