



Techniques to strengthen persistence and resilience

5 Ways to Elevate Your 'Don't Give Up' Approach

Setting the Stage: Why Deals Stall

The Real Reason Deals Are Lost

→ Deals Lost to Silence

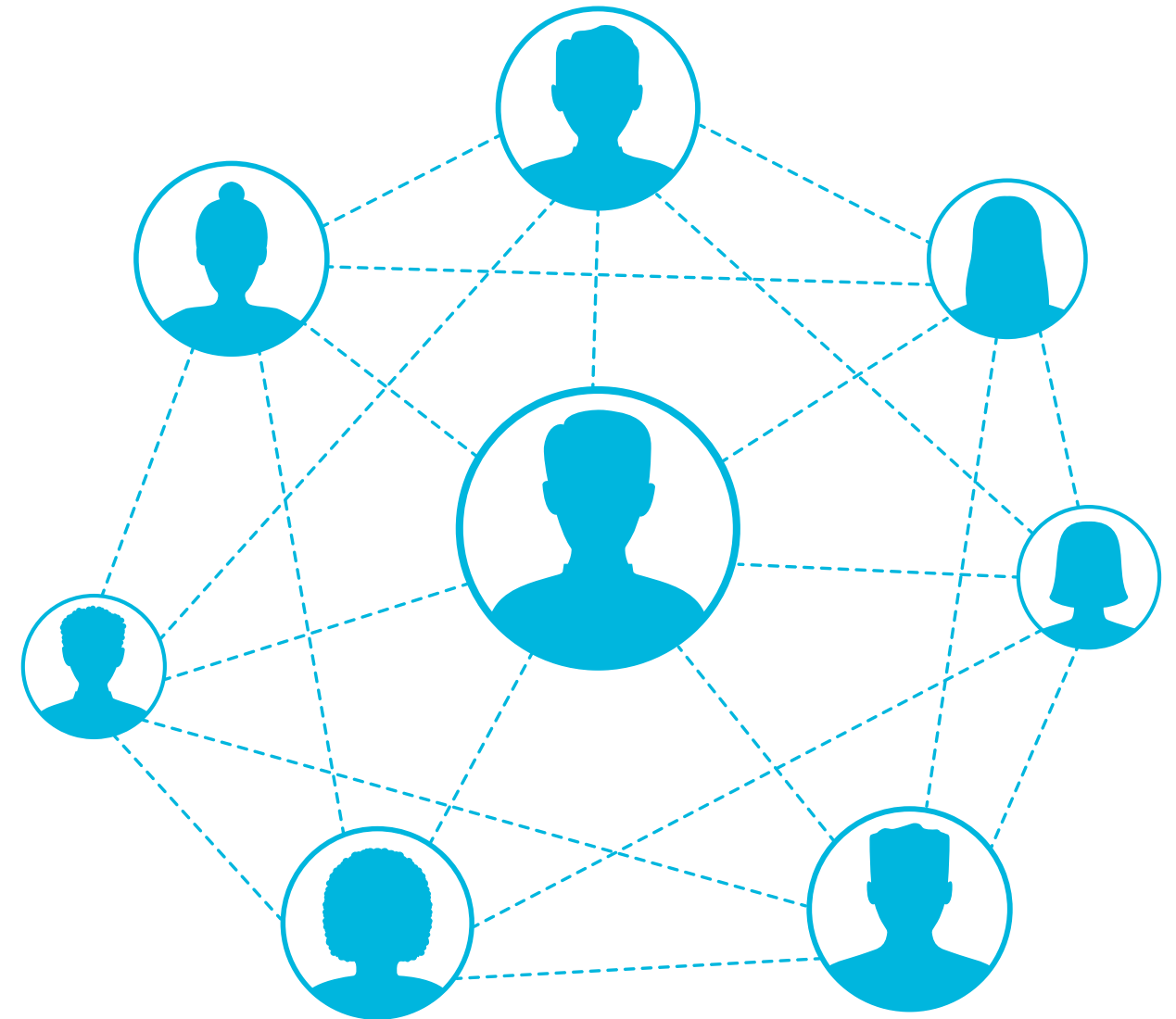
Most deals fail not due to competitors, but because sellers stop following up and fade into silence.

→ Persistence vs. Aggression

Effective persistence means staying relevant and visible, not being pushy or aggressive to prospects.

→ Maintaining Presence

Top sellers maintain a helpful presence ensuring prospects remember them when the time is right.



The Problem With 'Just Checking In'



→ **Mistaking Persistence for Repetition**

Repeated 'just checking in' messages often lead to reduced effectiveness and harm credibility with prospects.

→ **Prospect Message Fatigue**

Prospects quickly ignore messages that add no new value, perceiving the sender as annoying or desperate.

→ **Shift to Meaningful Engagement**

Effective persistence involves providing new value in every outreach, making sellers valuable resources.

Upgrade #1: Repetition to Relevance

Every Touch Must Add Something New



Add Value with Each Outreach

Every sales touch should introduce new insights or perspectives to keep the conversation fresh and relevant.



Demonstrate Understanding

Showing awareness of the prospect's evolving needs builds credibility and trust over time.



Use Thoughtful Engagement

Posing relevant questions and referencing market trends encourages meaningful dialogue and prospect interest.

Story: Repetition vs Relevance

→ Ineffective Repetitive Outreach

Repeated generic 'just checking in' emails failed to engage the prospect or elicit any response.

→ Value Through Relevance

A relevant message referencing industry trends sparked quick response and meaningful engagement.

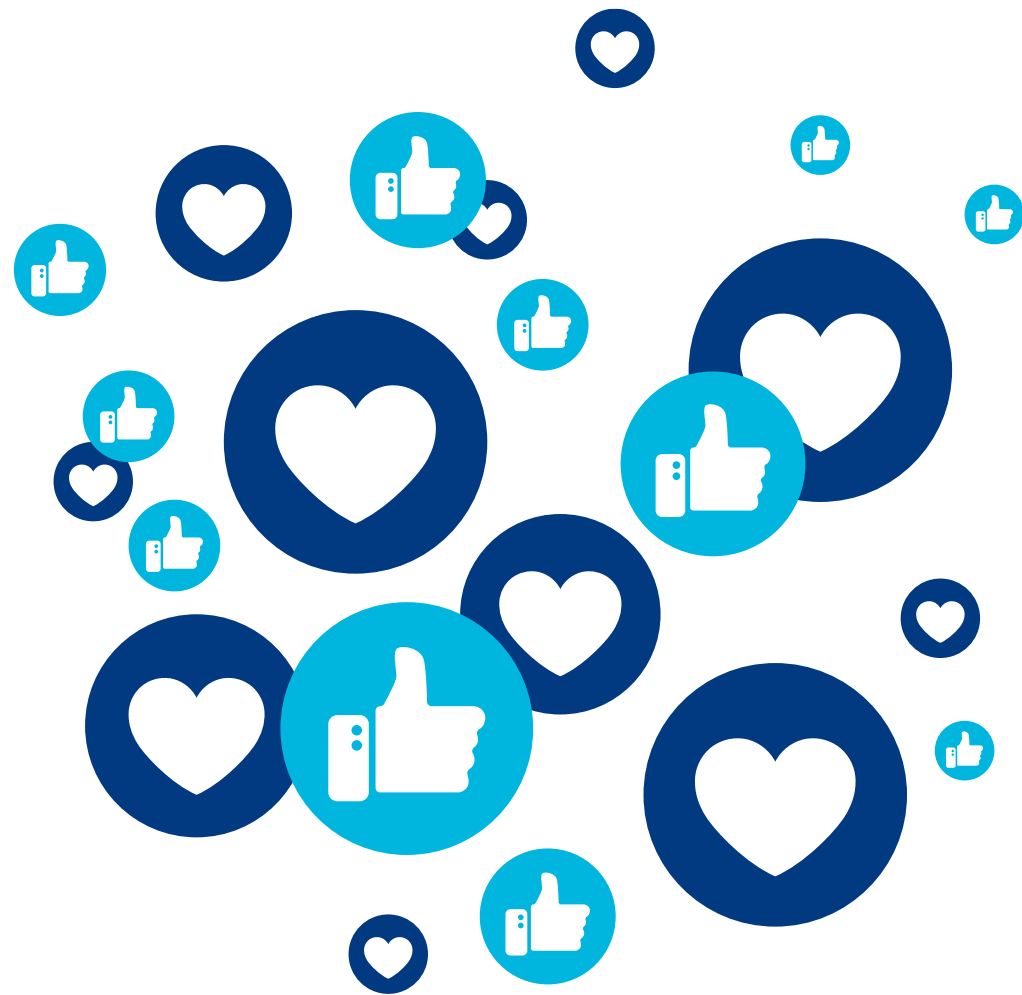
→ Adding Value Is Key

Incorporating value and insights in outreach breaks silence and builds connections effectively.



Upgrade #2: Activity to Cadence

Intentional Beats Reactive



→ **Defined Outreach Plan**

Top sellers use a clear outreach plan blending multiple channels and touchpoints to build relationships.

→ **Purposeful Interactions**

Every interaction is intentional and professional, fostering confidence and credibility with prospects.

→ **Strategic Cadence and Timing**

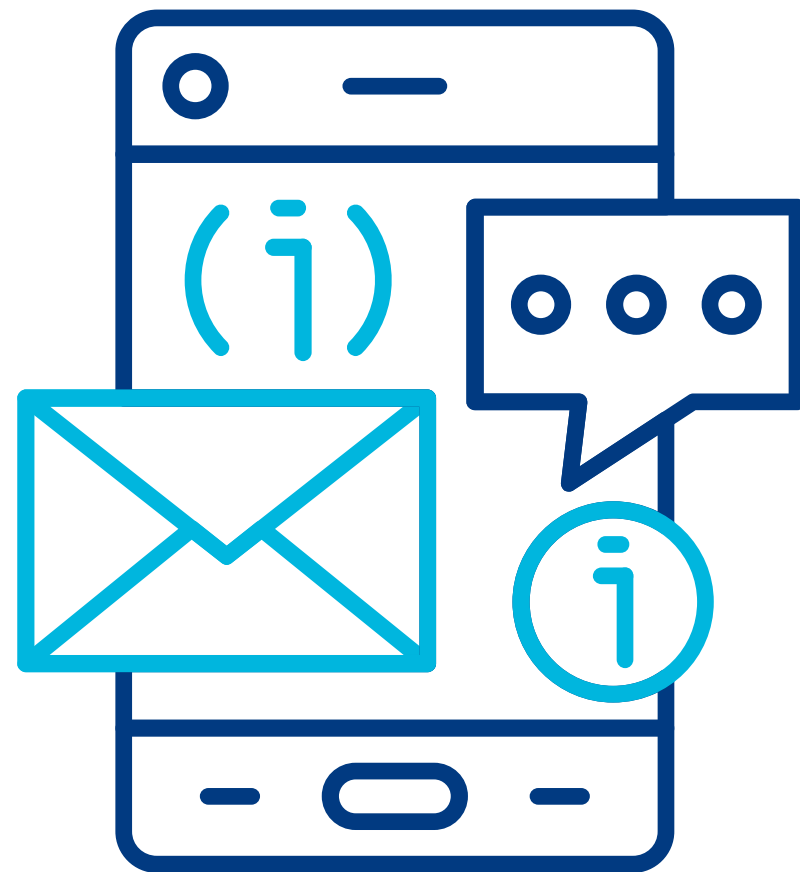
Sellers think in sequences and timing, making persistence feel planned rather than desperate.

Multi-Channel Execution

- **Diverse Communication Channels**
Using email, phone, LinkedIn, and video provides varied engagement methods for prospects.
- **Engagement Variety**
Each channel offers a unique way to prevent repetitive outreach and maintain prospect interest.
- **Professional and Humanized Interaction**
Combining channels ensures professionalism while humanizing outreach with personalized videos and calls.



7-9 Touches Done Right



→ Persistence with Variation

Effective persistence involves 7-8 varied attempts using different channels and messages over time.

→ Distinct Touchpoints

Each touchpoint should feel unique yet aligned with the goal of advancing the conversation.

→ Professional Persistence

This strategic approach ensures persistence is seen as professional, not desperate, maximizing engagement chances.

Upgrade #3: Me to You Messaging

From Selling to Serving



- **Shift Focus to Prospect**
Focus on the prospect's challenges, priorities, and outcomes instead of product features to build trust.
- **Use Personalized Communication**
Mention specific details about the prospect's company and role to show genuine research and understanding.
- **Professional Persistence**
Ask questions that demonstrate understanding and curiosity to position as a trusted resource.

Message Upgrades: Specificity Builds Credibility

→ Demonstrating Specificity

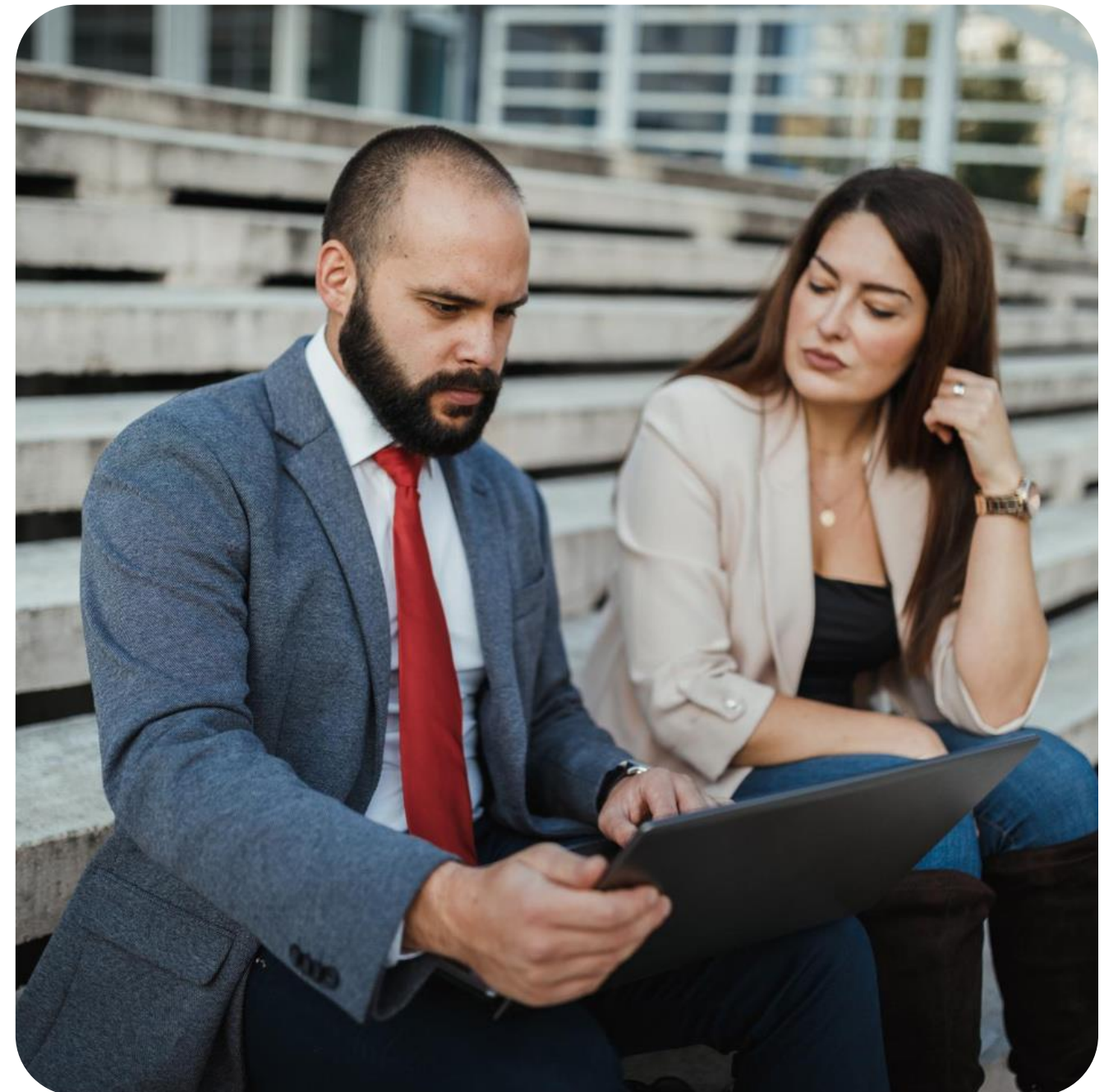
Top sellers enhance credibility by referencing timely events and competitor actions in their messages.

→ Genuine Understanding

Asking insightful questions shows sellers care about the prospect's unique needs and situation.

→ Building Trust Over Time

Consistent purposeful engagement and comfort with silence foster familiarity and long-term trust.



Upgrade #4: Borrowed Trust

References and Referrals Accelerate Momentum



→ Power of References

References and shared relationships build credibility that strengthens outreach and fosters trust quickly.

→ Credibility-Based Outreach

Moving from cold calls to credibility-based outreach increases engagement by using social proof effectively.

→ Accelerating Engagement

Borrowed trust transforms conversations and accelerates momentum, boosting chances of successful connections.

Referral Reality: Willingness Exists; Asking Does Not

Statistic	Value
Buyers who trust referrals	92%
Customers willing to give referrals	83–91%
Salespeople who ask for referrals	<25%
Top performers who ask regularly	47%

Story: Borrowed Credibility

→ Persistent Sales Efforts

Persistence in sales is crucial, but without the right approach, it may not yield results.

→ Leveraging Credibility

Referencing a satisfied client facing similar challenges builds trust and breaks communication barriers.

→ Accelerating Engagement

Borrowed credibility can prompt quicker responses and elevate engagement in sales conversations.



Upgrade #5: Interaction Over Information

Replies Come Before Meetings



→ Focus on Engagement

Shifting from wording to engagement boosts email response rates significantly.

→ Request Perspective and Feedback

Asking for feedback or perspective encourages replies instead of immediate meeting requests.

→ Use Interactive Elements

Including polls or simple questions in emails lowers resistance and maintains momentum.

Email Interaction Examples

Email Interaction	Purpose
One-question poll	Quick feedback
Option A or B	Easy decision
Short reply invitation	Lower resistance

Video as a Pattern Interrupt



Personal and Imperfect Videos

Videos should feel personal and authentic rather than polished or scripted to build genuine trust quickly.



Videos as Relationship Accelerators

Use short videos as relationship accelerants instead of marketing assets to create a connection and engagement.



Best Use Cases for Video

Use videos after unanswered attempts, to explain outreach reasons, reference prospects, or follow up events.

Story: The One Question



→ **Intentional Persistence**

Switching from asking for meetings to seeking perspective lowers barriers for engagement.

→ **Effective Questioning**

Asking if the topic is relevant invites honest responses and opens communication.

→ **Building Momentum**

Lowering the bar to respond creates momentum and transforms persistence into progress.

Closing Thought

Don't Give Up Is a Strategy, Not a Slogan



- **Intentional Persistence**
Persistence is driven by intention, focusing on value and relevance rather than sheer volume of contact attempts.
- **Guidance Over Chasing**
Effective sellers guide clients with meaningful interactions instead of chasing them repetitively.
- **Strategic Advantage**
By building trust and inviting interaction, persistence becomes a strategic advantage in sales.
- **Helpful Follow-up Approach**
Always evaluate if your follow-up is helpful or annoying to optimize opportunity success.

Questions

Stephanie Downs, SVP
stephaniedowns@csscenter.com
[Linkedin.com/in/stephaniewdowns](https://www.linkedin.com/in/stephaniewdowns)