



Just Fishing or Trying to Land the Big One?

Fishing is very much like advertising sales. First, we must prospect or fish in the right spots, use the right bait and equipment, and then we must know what we are fishing for. Are you fishing just to catch some fish, or, are you trying to land the BIG ONE? And, how do you know when it's a big one?

We know that furniture stores, car dealers, and grocery stores all have great potential, but they are not always the big fish. In fact, sometimes you would just as soon throw some of these back!

If and when you hook into what you believe is a big one, there are a few lessons that we can learn from the fishermen.

First, you need to let them nibble a bit, don't try and set the hook too quickly. Secondly, take your time reeling them in. Just like setting the hook, if you reel too hard and too fast your chances of losing them increases.

If you know you have a prospect with great potential (A BIG ONE), take your time, educate them on how you can help them, ask more questions, have additional meetings to make sure you have all the bases covered, and don't try to get them in the boat before they are ready. A longer sales cycle typically reaps better success.

The biggest fish, like the biggest prospects, need to be handled with great care. I can tell you that nearly every six-figure account that my sales teams landed took 3 to 6 months to get on the air, in some cases even longer.

Patience is a virtue! Once you have the hook set, guide them in with due diligence, but be prepared for sudden changes so you can adjust accordingly. If they should decide to swim up stream one more time, give them some line (more information) and then steer them back towards the boat. Your chances of getting them in the boat will greatly increase.

If you would like your team to become better prospectors and learn how to land the BIG ONES, [click here](#) and we can visit on how ENS Media can help train and motivate your team to have more success in 2019 and beyond.

Happy Fishing - Happy Training!

Rick Fink and Wayne Ens