



THE NEW ELLIS GROUP

Monday Monday

Connecting the Dots with Karen Kaplowitz



*Helping you create and reinforce the habits of successful career building,
gleaned from my work as a business development strategist, trainer and coach*

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Don't Bail Out Too Soon. It is easy to get discouraged when you face rejection while marketing your services. When you get no response or an equivocal response after extending an invitation, it is hard not to feel personal rejection. In fact, the reason you got no response may have nothing to do with you. Instead of giving up, try to get more feedback to tell the difference between real disinterest and other circumstances. Consider these approaches to determine the right response on your part:

- In your initial message, specify next steps you will take if you don't hear back so your next move is "as promised."
- Be specific and concrete in proposing plans to make clear you expect a response. "Are you free next Tuesday when I will be in your area" is more likely to get a response than "let's do lunch sometime."
- Do not assume that no response is a lack of interest in you. Before you drop an initiative, verify the reason for the lack of response.
- Make a point of connecting with the assistant and copy the assistant on communiqués. Then you can enlist the assistant's help to ferret out if the lack of response is disinterest or some reason you should just hold off.

Example: Your initial cultivation of a promising prospect went well. You met the general counsel on a bar committee and have had many interesting conversations. You did a Google alert for the company and sent the general counsel a note of congratulations on the occasion of a significant transaction and got a warm and speedy response, encouraging you to set up a meeting. Then you hit a wall. By email, you asked the general counsel to suggest a time to get together and got no response. You called to follow up and got no response. You spoke to the assistant who was apologetic about his boss's lack of response but did not shed light on the situation for you. Finally, you take the ultimate step. You ask the person to explain their lack of response. You send a note along these lines:

In your note, you encouraged me to organize a meeting with you and your colleagues. Since then, I have emailed you a few times and reached out to your assistant but have never heard back. I assume that is either because you are really busy and need to defer or because you have decided you would rather not meet with me or my firm at this point. Would you do me the courtesy of telling me which it is?

The general counsel is likely to respond in one of two ways: either with a note of apology for being non-responsive which concludes by saying that she would rather hold off till a later date because she is just too busy or with a note of apology and proposed dates to meet. Either way, you have successfully flushed out a response and can move forward.

Are you willing to bring closure to your own frustrating marketing initiatives by giving people an opportunity to explain their lack of response even though some of the time you may end the initiative in the process?