

# The Most Important Step In The Sales Cycle

By **rickfink** - February 22, 2021



**(By Rick Fink)** The most important step in the sales cycle, is in the eye of the beholder! In our unscientific survey from a few weeks ago, the results suggest that Prospecting is the most important step in being a successful media sales rep. That is followed closely by 1st Meeting/CNA, Service After the Sale, and Cold Calling/Asking for the Appointment (chart 1).



However, when you combine the top 4 or even top 5 steps, you get a different picture, and the 1st Meeting/CNA and Strategy Session/Creating Ideas/Creative become considerably more important (chart 2).



The only step in the process that was deemed least important was Upselling/Renewals with 88% of respondents positioning it in the bottom four of importance. To me, this was a bit of a surprise.

From my sales manager experience, my highest billers had a variety of different talents. For some, their strengths were the 1st meeting/CNA, creating ideas and presenting them, while others were excellent at prospecting, setting the first appointment, and service after the sale.

However, the one trait that nearly all of my top billers displayed was Renewing and Upselling! Think about this for a minute. Their focus was not on constantly replacing business each month or year, but on adding to their base of business. It's a formula for success.

I am not suggesting that Renewing and Upselling is "the most important" step in the process. In fact, I agree with those that completed the survey. However, I do suggest that if you can take a good seller and get them to focus on and improve on their renewal and upselling abilities, they can go from good to great!

The point of this topic was not to debate which step is the most important; it was to suggest that

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Rick Fink is President of ENS Media USA and Business Partner with Wayne Ens of Ens Media Inc. Ens Media specializes in helping media companies across NorthAmerica create stronger partnerships with locally owned businesses and increase stations' local direct sales with several proven revenue-generating programs.

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