

BOOK MORE GROUPS, MEETINGS, WEDDINGS  
AND SPECIAL EVENTS

# PROFESSIONAL SALES PERSISTENCE

Unlock this Sales Secret of 2020's Most  
Successful Wedding Professionals



**"IN 2020 YOU  
MUST BE  
PERSISTENT  
TO GET THE FIRST  
PRESENTATION AND  
EVEN MORE  
TENACIOUS TO  
LAND THE SALE."  
BILL TODD  
[WWW.BTODD.COM](http://WWW.BTODD.COM)**

**THE THREE MOST IMPORTANT  
WORDS IN BUSINESS ARE NO  
LONGER LOCATION, LOCATION,  
LOCATION.**

Today, the three most important words in the hotel and resort business are follow-up, follow-up, follow-up. Why? Never before have our customers and prospects been so busy and overwhelmed by other companies who want their group, wedding or special event business.



Research tells us that the average sales professional will stop pursuing a prospect after 1.8 attempts. This same research also reports that a sales prospect will not consider booking for the first time until you have reached out approximately 8-11 times.

Sales professionals must skillfully combine phone, email, snail mail, social media, and in-person sales calls to land new business.

Why? In 2019 you must be persistent to get the first presentation and even more tenacious to land the first sale.

When you are consistently persistent, you may have the client all to yourself. Why? Because the odds are your competitors may have given up long ago.

According to DMR, the average office worker receives 121 emails per day. The Radicati Group reports that by year's end the average consumer will be sending and receiving 246.5 emails each day.

According to Emarketer.com, your clients are spending 3 hours and 35 minutes talking on their mobile phones each day. In short, it has never been more challenging to attract and keep the attention of customers. Believe it or not, that last statement is actually very good news for sales professionals. Why? Because it has never been easier to out-sell, out-market and out-network your competition.

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*Persistence: It takes an average of 8-11 attempts to reach a prospect for the first time. After your first conversation, be prepared for 5 follow-up calls before the business books.*

Bill Todd, The Wedding Sales and Marketing Coach