

back. I began having stories to share and closing deals of my own.

So, did the numbers game fail me? No. It built resilience. It was like training for a marathon. Every call and every “no” made me stronger. But it drove me to my wits end just enough to make me stop and evaluate what could be missing. It also bought me time to learn. No one will fire a rep willing to do 50 in-person cold calls in a day. My manager was always happy to answer my questions. He knew I was putting in effort and was willing to learn.

Actually, it is still accurate to say sales is a numbers game. The fact is, at any given time, there are just a certain number of prospects with a need or that are in a position to purchase products. If you don’t reach enough prospects, you won’t get enough business.

However, it’s a bit more than a numbers game. Here are three questions to ask yourself before you let the numbers game discourage you:

- (1) Who and where do our products serve and fit best in my territory?
- (2) Looking at the list of who and where, which do I know the most about? Who do I already understand the needs of most?
- (3) In what areas of our market can I improve my knowledge? What types of businesses do I need to learn more about?

The numbers can serve you well, especially once you have built the resilience and strength to pursue the right clients and relationships with purpose ...

We could all benefit from making 50 in-person cold calls a day. It is extreme — and some might even say ridiculous — these days. It is the era of social media. Is sending 50 invites to connect the same as making 50 cold calls? In my opinion, it is not the same at all. But that could be a whole other conversation.

The numbers can serve you well, especially once you have built the resilience and strength to pursue the right clients and relationships with purpose, intention and a timeline in mind. ■

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