

Get as high on the corporate food chain as you can. Get as many contacts (a wide base of influence) in the target company as you can. And make sure that each person genuinely knows you and the value you bring. This approach not only provides you with a more comprehensive understanding of the organization, but also helps safeguard your opportunity if your main contact leaves.

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Final Thoughts

Managing a long sales cycle is not about passive waiting — it is about active preparation. It is about building relationships, demonstrating value and positioning yourself as the obvious choice when the time is right. There are no shortcuts to any place worth going.

Winning in long-cycle sales requires a unique blend of patience, persistence and strategic thinking. It demands that we resist becoming demoralized due to the lack of quick wins and, instead, focus on building lasting relationships and delivering consistent value. By maintaining a steady prospecting rhythm, thinking strategically, keeping our contacts current and staying ready for opportunity, we can master the marathon of the long sales cycle. ■

Be Ready When the Stars Align

Here is a fundamental truth about sales: a deal happens when need, solution and timing intersect, and the buyer's journey completes. In a long sales cycle, your job is to be ready when that moment arrives.

Maybe the incumbent vendor slips up, budget suddenly becomes available or a new initiative aligns perfectly with your offering. Your consistent presence and value-added interactions have positioned you to capitalize on these moments.

Stay alert to industry trends, organizational changes and any shifts in your prospect's business that might create an opening. When that window of opportunity opens, be ready to act swiftly and decisively.

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