

Ways of Circumventing Roadblocks

- **Use Client Executives to Expand Your Contacts**
Get an executive with whom you have previously established a track record to introduce you to the relevant executive for this sales opportunity.
- **Alter Your Strategy**
When you are apparently losing, but before the end of the sales cycle, go to the relevant executive and attempt to establish new/different decision criteria (nothing to lose but this could turn things around).
- **After a Loss**
Go around the roadblock and establish relationships with the person you need to get to for future opportunities (especially when the competition does not deliver on their value proposition) – There's no risk at this point!
- **Good Cop - Bad Cop**
Use your manager under the guise of being dragged around the person establishing the roadblock. (I had no choice - my manager made me arrange a meeting with the relevant executive).
- **Significant Event**
When your company "wines and dines" clients (or has a Special Event) make certain you control who they invite and that you're present. (Invite the executives you need to meet).
- **Equivalent Rank**
Arrange for a person of equal rank in your company to call on the person you need to get to. (Brief your executive well on what you are trying to accomplish - also this can/should be the executive sponsor for the Global/Large account).

- **Leverage the Use of Business Partners**
 Business Partners often have relationships with the same relevant executives you need to meet. Use them to help you arrange meetings with key client executives.
- **The "Rookie"**
 Use someone in your company to play the "new" guy and go around the roadblock. (The rookie should be a seasoned and well-briefed person from your extended or virtual team).
- **Join Civic, Social Organizations and Industry Associations and Attend Functions**
 Spend time outside the work environment where executives spend time – put yourself in a position to meet executives at those events. Volunteer to work on task forces that promote the organization so that prospect executives view you as a contributor, as well as a peer.
- **Past Value Contribution**
 Go around the roadblock to the person you must get to by developing a presentation regarding the specific business value you have delivered to them in the past. Use this “Annual Review” process as a way to get to senior executives.
- **Information Sharing**
 Provide information to the executive or ask for information you need as a way to get access to key executives. From your perspective, this could occur when there’s a reorganization – (your company or their company) or when new solutions are announced.
- **Establish New Relationships**
 In all cases remember to have your 30 second "elevator" dialog rehearsed and at the ready. And remember - sales is a contact sport and relationship capital is paramount!
- **Use Referrals from Executives Outside the Client Organization**
 Use executives in your network to get you access to the relevant executive in the client organization.

- **Extend an Invitation**
Send the relevant executive an invitation to speak or participate in an event that showcases their application or project.
- **Create Mutual Value**
Create and deliver either business or personal value for the person responsible for the roadblock so they take you to the executive.
- **Leverage Reciprocity**
Learn from which prospects your firm is buying products and services. Call on the prospect executives of those firms (where your company has already established a relationship) and ask them to refer you to the relevant executive.