

# Make the Most of the Ones That Got Away

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In the normal course of business, things slip through the cracks. Sometimes those things are your prospects:

- An appointment needed to be moved, but it was never rescheduled
- You met someone at a networking event who said, "We should get together", but an appointment was never set
- Someone requested information, but you couldn't immediately get them on the phone and they were forgotten
- You were given a referral, but after a couple of unsuccessful attempts to contact them, they, too, were forgotten

Once you've identified the ones who got away, commit to contacting them within the next week. Whatever it takes – a phone call, an e-mail, or a knock on their door – make the contact

and qualify them and schedule an appointment or disqualify them and ask for a referral.