

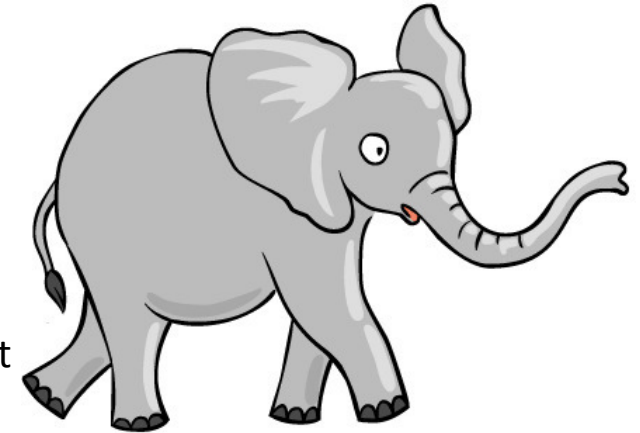
Get An Elephant

How do you eat an elephant? One bite at a time.

In business, an elephant is a large customer. Many times small business owners seek out an elephant as it would instantly make their businesses extremely profitable.

However, there are some challenges with elephants:

- They are difficult to contact as they are so big with many different people in the organization. Sometimes it is hard to even know who the right person to talk to is.
- There could be many people who have to be part of the decision.
- Often they need a lot of information as they do not want to make a mistake. This means that you may spend a lot of money to pilot things, perform tests, or to gather information for them.



In general, it just takes longer to land a bigger customer. If a small business owner waited for the elephant to work with them, they may have run out of money. Finding smaller customers at first is great as it makes you better at your pitch and gives you some credibility for the bigger customers. However, start working on your elephants based on how long you know that it will take to close them.

TIP: How to eat an elephant? One bite at a time!

Business Solver
Modules:

- ❖ Visibility
- ❖ Credibility
- ❖ Cold Calling

