

Quantity vs Quality

Quality here means the effectiveness of something. Meaning how good you are at sales or marketing or keeping customers or servicing them in a way that leaves satisfaction behind you.

Quantity here means simply the amount. The amount of promotion sent out, people contacted, number of customers acquired etc.

Having quality is great! It's absolutely fantastic. In the long run, that is what will keep your business alive. Good reviews, positive feedback, satisfied customers, high closing percentage, low backout ratio... Amazing, really.

BUT. In the short term, or in cases of danger. Focus on quantity. You can have the worst freaking marketing message on the planet. You will still be better off getting this horrible quality marketing message to millions of people than doing a great quality marketing message and reach only 10 people.

If you think about it, the chances are low on the first example, but you are still reaching millions. So a 1% success rate on your marketing message when exposed to a million people will be 10000 prospects or customers.

On the second example, with a 90% success rate (which is unbelievably high for marketing messages) you will get only 9 prospects or customers.

I am one of the best sales reps on the market. Not because I am that much better at selling than others. But because I am that much better at reaching more people and having more interviews than those "grand masters" out there.

At the end of the day. Even if you wish to build your quality over your quantity, you have more chances improving your quality if your quantity is high. Think about it, you want to be the person that closes 100% of the time, every time. In that case, speaking to hundreds of thousands of people will get you to your wished 100% closing rate much faster than really working on 1 person a day.

Work on quantity. And build your quality while keeping your quantity high (number of emails sent, people contacted, sales interviews etc)