

3 Golden Rules Of Prospecting

Listen at least twice as much as you talk

Look at the first few contacts as a fact finding mission

Let the customer know you would like
to ask some questions to see if your solutions
would even be a good fit for the customer

This approach will establish credibility & trust
as it will establish the fact that your first
objective is to understand the prospect
and their immediate business needs

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Then ask the prospect to describe their biggest challenges as well as what steps they have taken to meet those challenges

Finally, probe to discover what the ideal solution would be in the mind of the prospect and how that prospect thinks you may be able to help

If your sales people ask these key questions and then listen and take notes effectively

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If there is an effective match between your company's solutions and the prospects pain

The prospect will provide you with the exact solution they want to purchase and exactly what you will need to do to make the sale

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The next rule is to establish an accurate ROI and to effectively present the ROI in a way in which the prospect will see the value of your offering as one that far outweighs the price you will be asking

Research industry trade news and identify information that would pertain to the pain points your prospect shared with you and provide valuable in each of these areas

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By following these steps you discover
that by establishing up front
that your concern for the customer
is primary to your concern for the sale

The number of new business sales you close
will at least double.

Offer Incentives To First Time Buyers

Offering incentives to 1st time buyers
can significantly increase the # of
new business customers you acquire

A simple, low cost incentive for a small sale
with increasingly higher value incentives
for larger purchases or longer contracts

Offer Incentives To First Time Buyers

To determine if this makes sense for your company
Calculate your current customer acquisition cost

Then compare that to the cost of the incentive

You'll likely be surprised at what you'll discover