

**Sales Tip Sheet 2 - Prospecting For Success**

- Firstly establish the uniqueness of what it is you do in the market place and develop your *Unique Selling Proposition (USP)*.
- Develop your Company / product positioning statement, for use in telephone calls and mailing campaigns.
- Produce a qualified hit list of your target customers, complete with the key decision maker's first name, to enable you to personalise conversations / messages.
- The real key to prospecting success is in the *preparation*. The more you know about the customer and their latest news (in particular what their current challenges are), the more likely you are to have a meaningful conversation with them.
- Preparation also includes setting an objective for the prospecting (including each individual call) and having your key questions and responses to likely objections ready when they arise.
- Above all, be ready if the customer asks: "Why should I see you / deal with you?" –have your answer / reason ready!
- Treat the 'gatekeeper' (i.e. the receptionist / secretary) as an opportunity, not a hurdle. Involve them in your conversation, as in many cases they will know the daily movements of your contact and quite possibly what they are working on at that particular time.
- Monitor your progress. Keep a record of your call metrics –this will serve as a useful tool to measure subsequent prospecting activity / successes.
- Get your prospects talking -after checking it's a good time to talk! Ask open questions that will gather quality information and use probing questions to understand why people do the things they do.
- Listen to what prospects have to say. This is harder than it seems as you will be in 'selling mode' and have lots of questions to ask or points to get across, apart from the obvious distractions of a busy office!
- Summarise your understanding of the situation and gain agreement to the next step (e.g. book an appointment, send some guide prices or arrange a call back).
- Finally, be polite at all times! Do not push for business so hard that you wreck any chance of ever calling them again. Thank them and leave the 'door' open for another day.