



SELF-TAUGHT SALES™

Self-Taught Sales is a quick-read **free** e-newsletter written on sales topics.

To sign up go to
thoughttransformation.com.



EASY WAYS TO FIND PROSPECTS

Recently I talked to a sharp group. One salesperson said, “When I’m at a customer and get introduced to new hires, I find out where they used to work. Their old company becomes my new prospect.”

Smart idea.

Build on it by asking current clients where they used to work. Do they talk to former co-workers? If they left on good terms, they may offer names and information to warm up a cold call.

FINDING PAIN POINTS

Take this easy approach to locating pain. Tell a story that illustrates how you helped a customer. End it by saying, “Our customer was happy because . . .”

Ask the prospect “Is this ever a problem for you?”
Friendly, but direct.

If they say yes, follow up with three additional questions. Make sure you fully understand why they believe it is a problem.

Recap what you heard, adding, “If this a problem you would like to solve, we can . . .”

If the prospect greets your suggestion with interest, then take the next logical step to move the relationship forward.



How can I get a prospect to call me back?

Prospects do return phone calls under these circumstances.

Your message is crystal clear. It explains what you do and how you can help.

You convey through voice tone that you're a competent professional.

The potential buyer needs your offering now.

Of the three points, the last is the most important. When timing is right, messages trigger calls because your offering is relevant to the buyer.

TT Tip: Speak slower than normal when leaving your name and phone number. Make it easy for buyers to copy information if they're interested.



DON'T LET HOT LEADS FIZZLE OUT

A hot lead is a prospect who indicates an interest in hearing your story. Hot leads come from three sources:

- They call your company looking for information.
- They visit your website looking for information.
- They meet you at a networking event, an educational opportunity, or a tradeshow.

Hot leads cool quickly, so follow up on the new contact within 24 hours by phone or by email. Your quick response offers proof that that you're interested in them and ready to do business.

IT PAYS TO ADVERTISE

Do your clients know you're a miracle worker?

When you quietly fix problems without fanfare, clients sometimes assume there are no problems. If there are no problems to fix, then your job looks pretty darn easy. If the task is easy, then why should clients pay a premium for you? Why not shop for a cheaper price?

When you solve problems, mention the situation and let clients know you're watching out for them. Advertising value proves you're worth every penny.