

Six Tips to More Prospects

Without an ongoing supply of prospects the engine powering your business will sputter to a halt.

To efficiently build your business you need to optimize your prospecting processes so that you can focus on profitable activities - like closing sales.

Prospect profitably by incorporating the following tips into your prospecting methods.

1. Get Your Story Straight

Before you even consider launching any type of prospecting campaign (or marketing initiative) you need to be sure you have a good handle on your core-marketing message. Your core marketing message communicates your company's products and services into a form that prospects will understand. In effect it tells them "what's in it for them."

First, you need to have a clear picture of your target market and the problems they're facing. Second, you need to be able to clearly articulate the benefits in your solution in away they can understand. Third, you need to be able to explain what makes your company *meaningfully* different from your competitors. Last, you need to reassure the client that through your strong guarantee you will assume the risk in the transaction.

Prospects are pressed for time and the faster you can zero in on what differentiates you from your competition the faster they'll become customers.

2. Commit To Measurement

If you're not measuring you're not marketing. Prospecting is no exception to this rule. There's really no need to continue with past practices because "That's the way we've always done it here." You can make great gains in your prospecting with a series of incremental improvements.

Track the results from your current prospecting methods and establish them as the baseline. Commit to trying out some new methods for a couple of weeks and measure your results. Refine the methods that give you the best results and repeat.

3. Don't Cold Call

Rule number one for more prospects is to banish cold calling from your business. Cold calling burns out your sales people, annoys your prospects, and positions your business as

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being desperate. There is nothing more time consuming and degrading than facing the ongoing barrage of rejection that accompanies the typical cold calling campaign. Just say no.

4. Get Them To Come To You

Once you banish cold calling from your vocabulary and your business life you need a new strategy to attract prospects to your business. Couldn't be easier...

1. Identify the pains and concerns of your target market
2. Put together a white paper, report, or tip sheet (magnet) that addresses their concerns
3. Promote that magnet in all of your:
 - Direct mail
 - Print Advertising
 - Press Releases
 - Google AdWords Campaigns
 - Seminars, speeches, talks, and workshops
4. Once you have attracted prospects with your magnet you send them your magnet with a sales letter promoting the next step in your sales process
5. Follow up on all of your incoming leads first then call others to whom you've sent your magnet promotion.
6. Make sure your magnet is filled with real information and isn't a sales pitch

When you're working on the content for your prospecting magnet it's absolutely imperative that you're solving a **real** problem for your target market. If your magnet is focused on the wrong problem you run the risk of appearing uninformed or, even worse, irrelevant.

It's a big mistake to assume you know what the pressing problems are in any marketplace. If you're a little unsure about what is keeping your target market awake at night you have a couple of easy ways of finding out. You can read some of their trade magazines, view their associations on the Web, or you can pick out a half dozen companies in your target market, call them, and ask.

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5. Less Is More

If you want greater success in prospecting then do less of it. That's right, less of it. You'll achieve far greater results with a highly targeted multi-step direct mail campaign to 250 businesses than a random direct mail blast to 2,500 businesses. Personally follow up with small accurately targeted groups and your results will be great.

In addition ensure your prospecting process is a combination of tight targets **and** repetition. With all of the communications clutter in our multi channel Internet universe it's becoming increasingly difficult to get noticed. Remember that it takes a minimum of 7-10 messages to get noticed by a potential prospect.

6. Follow Up Techniques

By sending out offers for information in a multi-step sequence you'll definitely be noticed by your prospects. Once you're receiving interest from prospects by utilizing your prospect magnets you to systematically and honourably convert them into happy customers.

Pick the low hanging fruit first. A certain percentage of your prospects will call you after receiving their magnets. These prime prospects must be treated with a high degree of care and consideration. If, as I recommend, your prospecting approach has been one based on attraction and relationship building you need to continue this low-key approach through your initial phone contact.

It's very important that your follow up call is based on building rapport and establishing if there is a true need for your product or service. Asking questions and deeply listening to the response will always be appreciated by your prospect and steer you in the right direction.

The next group of prospects to contact are those who requested your information but haven't contacted you for a follow up call. Use the same approach as above.

The last step in your prospecting process is to follow up by phone with the prospects on your list who didn't respond. These calls tend to be far less stressful than cold calls as you've had several points of contact with this group prior to ever speaking with them. Because you're dealing with a small group (see tip # 5) you can easily call through this list in a couple of hours a day for a week.

Whether you're responding to an incoming call from an interested prospect or are making follow up calls to the non-respondents there are some key points to keep in mind.

The easiest way to avoid gatekeepers is to call when they aren't there. Most executives and business owners arrive early and leave late. Be sure to vary your call times to establish the best time to reach your prospects in your industry.

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At the end of the call, and only at the end of the call you may ask if the prospect is interested in taking the selling relationship to the next level. Remember that successful selling is the result of a series of advancements. Don't try to sell complex products and services over the phone. Restrict yourself to selling the next step in the process. Timely, professional, and non-manipulative follow up will distinguish you from your competition and build your profits.

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I hope you've enjoyed this short report on prospecting and will properly adapt new prospecting practices in your business.

I personally wish you the best of success in all your marketing ventures.

Sincerely,

Andrew Shedden
President

What's Next?

Marketing 101

If your business sells to other businesses and you're interested in taking the first step to increasing your sales then contact us to set up an appointment for your free Marketing 101 telephone consultation.

During your Marketing 101 telephone consultation we'll spend some time getting to know more about you and your specific situation. Once we've spent some time learning about your challenges and goals we'll suggest marketing and communicating techniques you can quickly adapt to increase sales in your business.

Your consultation is completely confidential and you are under no obligation to commit to any of our recommendations. Nor will we pressure you in any way. You may choose to continue the relationship and if you choose not to that's okay too.

Book your free Marketing 101 telephone consultation today by calling us toll free in at 1-800-353-4447 or fill in our contact form at:

www.broadfieldcommunications.com/contact.htm