

Sales Strategies: 4 Ways to Attract Prospects' Attention

Video Script



These four attention grabbers will help to attract more prospects to you.

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Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hi, Nick Miller, welcome back. This time, we'll focus on attracting prospects' attention.

"What strategies did you use to attract people to you when you were dating?" I asked that, once, in a class I was leading. After a long pause, someone spoke. "I'll tell you how I met my wife," he said. "I went to a party one night. I wore a white Panama fedora hat at an angle like this..." "She came up to me and said 'nice hat,' and we started talking."

Someone else spoke: "I bought a shirt with a funny saying on it and I wore it to a party. I wasn't there two minutes before another guest said, 'Hey, I like your shirt.' I drew more attention than people wearing regular shirts."

So, dumb party stories... Maybe. And.... Think about it. They positioned themselves clearly to attract prospects. They offered something funny, different, and memorable in the sea of faces.

So, in our sales world, what can we do to attract prospects to us?

First, stand out physically.

Wear something a little different that draws attention. Develop a look, something distinctively "us." A trademark. Jewelry. Bow ties. Jazzy socks. Handkerchiefs in the suit jacket.

Second, give time and expertise.

Meet with business groups to share ideas. Offer free seminars or webinars. Show up frequently with people who know you, positioning yourself as an expert. Be known as a person who helps others.

Third, lead.

Lead something. A community activity. An organization. That creates affiliation, makes it easier to network. Get something done. Enroll other people – your prospects, for example – in supporting it. People will seek you out.

Fourth, listen and connect people to each other.

Ask questions. Listen carefully to the challenges and aspirations of the people you meet. Connect them with resources who can help them.

So... Stand out. Give away expertise. Lead. Listen and connect. Four ways to attract attention in business-to-business sales. And, don't forget the hat!