

Sales Strategies: Read All About It

Video Script



Use the news to boost the effectiveness of your conversations with clients and prospects.

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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, welcome back, Nick Miller, Clarity Advantage.

This time, we'll focus on sustaining conversation or prompting clients and prospects to think with fresh, engaging dialog. How do we do that? The answer is...

by translating daily news, thinking about issues in which our prospects and clients are interested or should be interested.

First, if we know them, then we probably have some clues, whether golf, gold, gross margins, or green energy. Somewhere, we should have captured those clues to help us remember AND to help us search, for example, if we wanted to find a list of our prospects who are interested in green energy.

Second, if we don't know them, we can guess because of who they are or what they do. Again, somewhere in our notes, we should have captured those clues as searchable key words.

Then, we need to read – I particularly like services like Vertical IQ and business and financial websites – to capture tidbits and turn them to good use.

There are general news items. For example:

The Institute for Business and Home Safety shared the statistic that roughly 25% of small businesses don't reopen after major disasters. We could share that number and ask our clients or prospects, "What sorts of events could cause serious disruption in your business? What are your disruption or disaster recovery plans?" Or "How much 'cushion capital' do you have set aside in case disaster strikes?" That's a lot of conversation from one statistic. We could use that single item as a reason for a conversation or a prompt for an email exchange.

And there are more targeted news items.

The American Bankers Association announced that employees initiate 60% of fraud. We could share that statistic and ask, "Where in your company are you vulnerable to fraud or theft? How do you check people when you hire them?" Or "How do you check your books or transactions to ensure nobody is stealing?"

So, Extree, Extree, read all about it...then think about prospects and clients who would be interested...and prompt them with fresh, engaging dialog.