

Prospecting Strategies: WOW Them with a Reason to Meet

Video Script



Get good reasons to meet when calling on prospects. [VIEW VIDEO NOW](#)

Hi, welcome back, Nick Miller, Clarity Advantage, and this time we're going to talk about reasons to meet when we're prospecting.

I remember a time when my kids would call their friends, looking to "do something."

: So, do you want to get together?

: I don't know. What do you want to do?

: I don't know. What do YOU want to do?

And on it would go. I couldn't help thinking that it would have gone much easier if said child had started with a focus, like, "Let's call Pat and Lyn for volleyball and kick their butts." Or even better: "Remember you said you wanted to play volleyball? Meet me at the gym in 20 minutes. I'll bring Pat and Lyn."

The same theory applies when we're calling prospects. We need good reasons to meet, otherwise, we're back to "I don't know, what do you want to do?"

First, a set up.

Use information about the prospect or their industry to develop a "set up" sentence like: "I've heard you're planning to expand your building this year" or "several of our dental practice clients have added spa services."

Second, ask a question.

For example, if we were bankers calling on a dental practice planning to expand its building, we might ask, "We were wondering, how are you deciding how much of that you'll finance and how?"

Third, give a tantalizing reason to meet.

Base it on the warm up and response we hear to the question. For example, we might say: "I've helped several dentists figure out how to combine loans and leases for expansion so they didn't chew up their cash reserves."

Finally, propose a next step.

We could ask questions like, "would it help you to hear about some of our experience?" Or, we could make statements like, "Let's meet early one morning next week for 20 minutes, I'll show you the options we think you have available to you."

So, move beyond, "I don't know, what do you want to do?" Research, set up, question, tantalizer reason to meet, and a specific next step.

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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