

## Focus

### Video Script



See why having focus can be a great strategy for prospecting in this sales tips video.

**Hi, Nick Miller, Clarity Advantage, welcome back, this time to discuss “Focus” as a strategy for prospecting.**

If we want to build our incoming referral opportunities faster, it helps to build a reputation for expertise in particular types of situations, company characteristics, or communities. In other words, while we may work with a wide variety of companies and situations, we focus on and develop expertise and reputation in something specific.

Why? Because our clients and prospects demand the expertise, perspective, and connections that come with focus. If we don't have expertise, our clients and prospective clients don't need us.

**We can describe our focus in terms of situations – rapid growth, imminent succession, challenging transactions.**

We can describe our focus in terms of company characteristics – industry (like “food distributors”), aspirations (like “growth”), family ownership, size.

We can also focus on physical or ethnic communities – like, we know everyone in Avaya Highlands or the key people in the Chinese business community.

So, when someone asks us, “What kinds of prospects are you looking for?”, we can say something like:

“While I work with a wide variety of companies and situations, I focus primarily on...” *and then we complete the sentence with our Focus, for example:* “Family-owned businesses considering challenging transactions such as acquisitions.” Or, “Growing companies with insufficient collateral to support bank financing.” Or, “Early stage businesses in the Armenian community.”

Focus. Expertise. Focus.

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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