

Let's Start Connecting

When we can't get a briefing on the prospect from anyone we know, use the power of LinkedIn® and start connecting.

The first time you call a potential client is always interesting, especially when calling 'blind'. We don't know anything about them and it's impossible to truly know their current and desired situation or what questions or objections they're going to have for us. Luckily today there are a variety of social media tools to help us better connect with our future customers.

Sales Huddle

For today and this week - instruct your sales reps to take three minutes before their next call to a prospect.

In these three minutes they are to go to the person's LinkedIn® page and the prospect's company page. Here they are to find three things to talk about.

Information you find on the LinkedIn® pages provide some insight into their personality and what's important to them. Good small talk is much more compelling than talking about the weather or sports.

The information can also be used in Step 3 of The 3 Step Launch.

The 3 Step Launch:

Step 1. Greet with salutation, your name and company

Step 2. Explain why calling - the What's In It For Them

Step 3. Ask for a moment of time or a Connection Question