

THE BIG PICTURE: INFORMATIONAL SERIES

PROSPECTING TIPS: GAIN GREATER COMMITMENT EARLY

Contrary to popular belief, closing is not the monumental event in a prospecting call. Rather, it's the natural consequence of your dialogue up to that point. Closing is the result of increased commitment from the prospect and must be gained at every contact with the client in order to move the sales process forward.

4 steps for closing a prospecting call:

- 1. Summarize the prospect's situation, their concerns and your potential remedy**
- 2. Ask for a "confirmation" appointment**
- 3. Ask for agenda suggestions (areas of interest to the prospect) and thank the prospect**
- 4. Articulate Easy Next Steps**

Here's an example:

"Well, Ms. Jones, based on what you've told me about your need to develop a more efficient way of developing training materials and your review of DocPrint's

capabilities, it sounds like we should have a meeting to discuss some of the different ways we can implement the right online printing solution. Could we meet for about an hour this Thursday or Friday? ... How about next week, say Tuesday at 4pm?" (Summarize and ask for appointment.)

"Great, Monday the 29th at 3:00. Will you be in your office at 8930 Front Street? All right. And to make sure you get all the information you need, I'd like to bring along Mary Santiago, one of our National Account Managers. She used to work at Krinkos and has deep and rich knowledge of your industry. Is there anyone else from your group that will attend?" (Confirm time, place, and participants.)

"I want to make sure this meeting is valuable to you, so let me ask you: What are two or three things you'd like to learn more about our approach when we meet?... Great. I'll send over a draft agenda in advance and we'll come prepared to talk about

those issues." (Ask for agenda suggestions in a subsequent email.)

"Thank you, Ms. Jones. I'm looking forward to seeing you on Monday and putting the finishing touches on the implementation of our approach." (Thank the prospect.)

By articulating next steps and your expectation of the outcome of the meeting, your chances of success go up since you've involved the prospect in the closing process, and set the expectation that there are really no other steps in the way of making a firm commitment.