

Think Like a Detective

February 2021

There's a whole lot to learn about prospecting. That's why every edition of The Sales Skinny you've received so far has centered on this step in the sales process. As important as prospecting is, it's one that should be done with great care and due diligence. That's exactly what this month's newsletter is about!

When prospecting, most of us have a tendency to pursue everything that breathes, everything that looks active. Do not do that. Do not pursue everything that breathes. Using that approach will soon create a focus problem for you.

Selling is a lot like detective work. Just as detectives have suspects, salespeople have prospects. Detectives have accomplices; we have allies. They close on perpetrators; we close on buyers.

Detectives pursue three things for conviction — opportunity, means and motive.

When prospecting, you're looking for opportunities of people who have the need, means and desire for which you can provide the motive. Look at the overall profile of the prospect, not the suspect.

- Why would they be interested?
- Are they moving?
- Is there a crime?
- Do they have a new baby?

Determine how your product or service will benefit the person now or in the future. Then you can truly help them!

What other questions do you think you should ask? Write out a list to reinforce and incorporate into your selling process.

To your success!

