

# Selling to Current Customers

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Where do you go to get cash? An ATM, of course. But that is not going to work unless you put money into the bank account. To do that, you need to work your prospect banks and sell to them.

From my experience, there are four prospect banks:

- Current customers
- Sphere of influence
- People you know
- Strangers

Make sure you spend the correct amount of time with each. We will start today with current customers.

Current customers are the easiest category to get business and leads from. Many salespeople miss excellent opportunities by not calling consistently on their existing customers. As months and years pass, their security needs can change, which can create avenues for system expansion or upgrades. This is called account penetration. Many clients have more money and needs than are ever discovered by their sales representatives. These add-on sales are easy because you already have your customers' confidence.

Existing customers are also the most likely source of referral business, and their recommendations will usually be excellent prospects. Statistically speaking, you can expect to close 40%-60% of qualified referred leads as opposed to only about 10% of non-referred leads. Referrals are an excellent source for new business, and the referral pipelines are a major resource for the sales professional. We'll talk more about referrals later because they are (or can be) a product from all the prospect groups.

Current customer prospecting is a methodology to generate leads and self-generate sales through value, exceptional customer service, integrity

and professionalism. It is one of the best ways to generate new business leads and make money while doing it. These are not service calls; they are sales calls using exceptional customer service skills.

With the proper discipline to follow the steps and procedures of this cycle, a sales consultant can generate a never-ending funnel of new system sale prospects while generating commissions from those prospecting efforts.

Always remember to arrive prepared. Be ready to cross reference and identify the homes and businesses near your client's address. Keep these names and addresses handy when asking for referrals.

