

Fourth Prospecting Group: Strangers

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Like other prospecting groups, this fourth group may have the type of problems and needs for which your products and services are the answer — you just haven't met these individuals yet.

Thousands of commercial and residential prospects from this group have well-defined needs for your products. But since this is such a large pool with varying degrees of needs, we've got to focus our efforts — we can't just knock on everybody's door. We must gather as much data in advance as possible. Reconnaissance (scouting) is the big secret of prospecting. In an industry whose product features have related benefit to such a wide audience both residential and commercial, we can focus our prospecting on the primary reason or cause that people buy alarm systems.

People buy alarm systems when an event occurs

Events are things such as fire, burglary, crime-related activities or changes such as expansion, relocation, new purchase and even births and

deaths. Prospects who have been victimized by burglary and robbery are perhaps the most receptive prospects. Because of such an event, their need for security is felt the keenest. In some cities, the local paper publishes a rap sheet on burglaries and other crime incidents. The local police department sometimes provides a daily report on burglaries and forced entries either for free or a small fee. They may also be available on the internet.

These reports are important because of the information they provide. What better way to find out if a competitor is having a problem with a system or with the quality of service. Use crisscross directories to cloverleaf areas of criminal activities. Get comfortable doing this. Make it a part of your everyday activities. Always have a large pipeline of people you will see. This is the secret to sales success. Make sure you can and will do it!

Good luck and happy selling!

