

Approaching the Prospect

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Now, I believe there must be a purpose for everything. Don't you? Well, we have talked about prospecting, and now it's time to delve into how to approach prospects and secure appointments. Once you've found people to sell to, knowing what to say to get an appointment becomes crucial. You can't solely rely on your company to provide you with leads. Think about it: how much money are you going to make then?

Remember, selling is all about having the correct process and executing the steps right. What does that mean? It means that your chances of making a sale decreases if you don't follow an organized, step-by-step process. So, we'll continue discussing a process that will help you generate income. The second step in this process is the approach. You must be organized, scripted, and well-rehearsed in your approach. You must know how to introduce your company and pique the prospect's curiosity with your benefit hook. It's important not to get discouraged. Understand that rejection is just part of the



game of sales. Don't worry—learn from every rejection you encounter.

I want you to stimulate interest in just 20 seconds, making them want to learn more. You must be mentally and physically sharp. This is your livelihood! It's crucial to have a success goal rather than an activity goal. Don't work just to work; work to earn, develop, and enjoy. That's where true happiness lies.

Understanding “gaining acceptance” techniques is also important. Learn how to do it and what techniques you can

employ. Grasp the concept of selling the appointment, not the product! Now isn't the time to try and close a sale; it's the time to secure the appointment. Take your time and be in control.

So, you have the names, addresses, and phone numbers of the people you've prospected, but now you must make the initial contact. Are you afraid? Most salespeople are. Do you know why? They don't have the right approach. The next phase is getting an appointment because you need an appointment in order to make a sale. Your mission is to help,

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assist, support, and empower your clients and customers. The tools you use to maximize your prospecting efforts will utilize the second step in the sales cycle: the approach.

You are approaching people to set up an appointment, bridging the gap between the prospecting phase and the face-to-face meeting phase with the prospect.

Prospecting and the approach or bridge phase lead to a face-to-face meeting. Some people prefer to call the techniques used in the prospecting phase, to secure the interview part of the approach. Others classify these steps as the pre-approach. But it doesn't matter what you call it, as long as you understand how to use it.

The primary purpose of the approach phase is to establish that:

1. You are someone worth talking to, and
2. You have something worth talking about.

This is crucial and something we must prioritize. Without setting up the appointment, there can be no sale.

This step in the process is critical, and I want you to be well-prepared. So, let's break it down and understand where we get our leads. We must have a well-defined process to do this—it's not a matter of luck. A practiced process will increase the number of appointments you secure.

Understand that there are three basic techniques for contacting your prospects: direct mail, telephone, and personal contact. So, think about what you currently use and how effective you are with it. Can you teach it to someone else so they can be effective? Are you getting enough leads to meet your financial goals? Do you have a step-by-step process for this, or is it merely guesswork?

In order to make this work, you must have a process—not just wake up in the morning and hope to find leads. Establish a daily systematic process that ensures you make the money you desire and need. Don't wait for the company to provide you with leads sporadically. Take charge and be the leader, not the follower.

Now, here's what you must remember to do. These are your primary objectives:

1. Gain the favorable attention of the prospect—this is critical to your success.
2. Develop this attention into positive interest—it must be positive for it to progress further.
3. Set up an appointment—this is mandatory. Without the appointment, there is no sale or commission.

That's it for the Approach Phase. I believe you've received some valuable information that will help you secure solid appointments. Stay tuned for our next topic.

And remember, if you don't get the sale, you work for free!

Jack