



Face to Face

When preparing to meet a potential prospect face to face for the first time there are a myriad of factors to consider. Remember your time is short and you need to make an intriguing impression early. The goal is to separate yourself from the competition and create buy-in from your prospect in order to set up a good next step. That is a lot to do in a short time. How do you do all these things without falling all over yourself? It is not easy, but you can do some things to slow down and get it right.

First, you are there to make a good impression and separate yourself from the competition. Do something that most sales people forget to do. Ask questions. Sounds simple, right? The longest list of features seldom wins. Stop feeling like you need to get in there with the prospect and do all the talking. Your prospect has specific needs and is probably willing to share them with you. Allow the prospect to do some of the work. Ask questions. This will give you time to formulate ideas and understand their concerns. You will be amazed at how easy questions create opportunities.

Second, consider your customer's buying style. Honoring your prospect's buying style is critical for you to form a positive first impression. This new way of approaching your prospect may not feel as comfortable as the old way. You may have to adapt your behavior and the way you approach a particular prospect. Asking questions and using customer buying styles demonstrates to your prospect that you are listening and understanding. You stand out as compared to other vendors. At this point, your prospect is probably well on his or her way to being intrigued with your presentation. Why? Because you are doing what most sales people don't do early in a first-contact call. That is asking questions and using your prospect's buying style to create and understand opportunity.

Finally, be aware of your surroundings. What other people might be involved in the sale? What are their styles? What role will they play in the decision making process? What will be the next step once you have completed this meeting? What kind of impression did I make in this call? Do I need to bring someone along from my company? What style of individual should I bring to the call?

As you can see, there is a lot to consider when making an on-site sales call. Asking questions and using customer buying styles is a great way to start. Intrigue your prospect and stand out from your competition. Good luck!



The next tip — on or about Nov. 1 — Aspirations: you get what you expect.

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