

The Art of Winning Every Sale Part Three



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After preparing yourself mentally and physically as a sales professional, including having positive mental attitude and complete product knowledge, you have to move forward and learn the next vital skill in the selling process.

Unless you can find people who are willing to exchange their purchasing power for your product or service in a reasonable period of time, the sale will not happen.

This means that no matter how excellent in the selling process you are, unless you have someone to talk to, your skills will not help you and you will not get much income. This skill is called “Prospecting” and it is the first skill area at the beginning of the sales process.

Prospecting is the ability to develop a sufficient quantity and quality of prospects (Clients) to make sure that you meet or exceed your sales goals in a timely and predictable fashion. It is the process of finding or locating high potential customers.

Your ability to find new customers determines your level of success, your ranking as a sales professional, your position in the industry, and your standard of living.

However, in order to master prospecting, you have a big task to do first and a major goal to achieve. You have to eliminate your fear of rejection, failure and embarrassment, which is the biggest obstacle to success in every part of life.

Prospects differ; some of them are wonderful to deal with and others are pain in the neck and a complete waste of time and effort. These are not prospects, they are suspects. However, both good and poor prospects possess some qualities and attributes.

A person who needs the product or service you provide is a good prospect. He/she has a difficulty for which your product or service is the solution. The more urgent the need or the demand the lower will be the prospect's concern about other smaller details; price and procedure.

A person who has a positive attitude towards you, your company, and your product or service is also a good prospect. Those who are financially sound, living in the same geographic location as yours, and well respected by other people are also good prospects. If they buy your product or service, their testimonies will lead to new potential customers.

On the other hand, a generally negative person is a poor prospect. He or she will not have high hope, optimism and faith which are buying motivators. Other attributes of poor prospects are that it is difficult for you to demonstrate the value of your product or service to them, their businesses are not doing well, there is no opportunity for follow-up business with them, and they are geographically distant from your location.

Normally, prospecting starts by writing the two types of prospects' lists; Type A and Type B. Type A includes the people who are close to you and type B includes the others. Type A includes family members, relatives and good friends. Type B includes ex-employers, ex-colleagues, ex-customers, schoolmates, etc.

Prospecting is not sales. It is a function of the selling process. The job of prospecting is to find qualified prospects who may buy your product or service. Only after this process is complete, should the selling begin.

It is important when you meet a prospect to focus on building trust first. People make buying decisions and buy from those they like and trust. Therefore, trust must be the first transaction in the process of every sale.

Building trust goes beyond mere rapport and is built on genuine understanding and common values. You, as the sales professional must invest time and energy in gaining and then demonstrating understanding of the customer's needs.

Failing to do the necessary homework before meeting a prospect is a guaranteed way to damage trust and rapport. Recognized capability and positive reputation are also essential to earn credibility which will increase trust. The level of trust between you and the prospect is the ingredient that makes the rest of the sales process possible.