

# 7 Ways to Turn Prospects into Customers

An Overview of How to Increase Your Revenues



# Thomas Ellis- Founder and President –EWC Consultants

Thomas is sales management veteran with over 20 years experience in coaching, consulting, developing sales personnel, and managers. Thomas began his professional sales career in the copier industry and then to the telecommunications industry where he was employed by Motorola and Nextel which merged with Sprint in 2005. Thomas spent 13 years with Sprint Nextel where he held several Sales Manager and Director of Sales positions. He received Sprint/Nextel's highest sales award, President's Council, for 10 years.

Thomas is considered by many to be an SME ( Subject Matter Expert) in coaching and developing Business to Business sales professionals . During his tenure at Sprint /Nextel he developed and coached sales representatives and sales managers that had clients from SMB( Small – Medium Business) Market, Enterprise Market , Education market, State and Local Government, and the Federal Government. One of the many highlights in his career at Sprint/Nextel was that he developed the first Enterprise and Government sales teams in the Baltimore/Washington market which led the nation in sales productivity.

Thomas 's warm and enthusiastic personality quickly engages the participants during the training that helps them feel at ease and eager to further enhance their skills so they have achieve greater results.

For more information about EWC Consultants visit our website: [www.ewcconsultants.com](http://www.ewcconsultants.com) or call (301) 343-0001.

# Agenda



- Introduction
- What Is a Prospect
- Where to Find Leads
- How to Convert Leads into Prospects
- Who are Your Perspective Customers
- Methods/Strategies on Getting Appointments
- Strategy for the First Appointment
- How to Overcome Price Objections
- Closing the deal

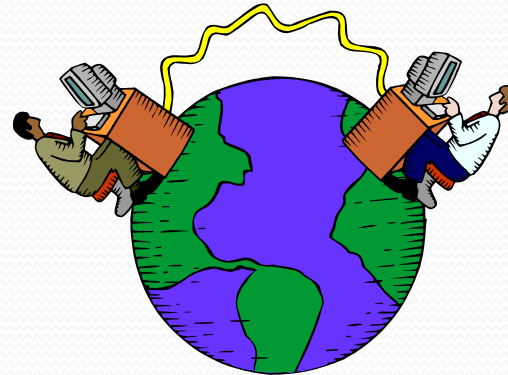
# Working Definition

**Prospect-** A potential customer or purchaser.



# Where to Find Prospects

- Existing Customers
- LinkedIn / Facebook
- Networking Events
- Friends and Family
- Current Vendors
- Reference USA(Free)
- Manta(Free)
- Newspapers



# How to Convert a Prospect In To A Customer

- Research your prospect list
- Find the real business issue/s
- Know what you're up against
- Find the decision maker
- Become an industry expert



# Who are your Perspective Customers

## EXERCISE



List three companies that you feel your company's product/services would significantly add value to.

# Methods/Strategies on Getting Appointments

- Email
- Phone
- US Mail( Snail Mail)
- Get introduced through a mutual acquaintance
- Door Knocking
- LinkedIn / Facebook /Twitter
- Web Conferences





# Strategy for the First Appointment

- Develop Call Objective
- Establish Rapport
- Setting The Agenda
- Fact Finding(Discovery)



# Develop Call Objective



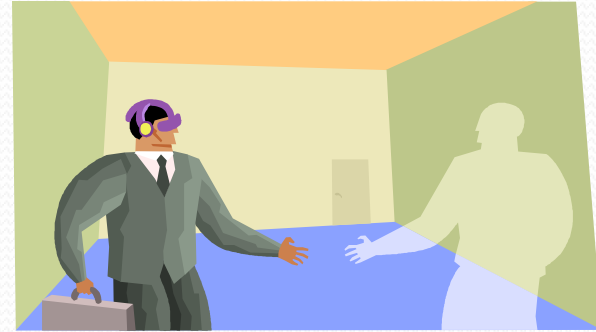
- Prior to the appointment determine what you want to happen.
- Plan the commitments you expect the prospect to make as a result of your sales call.

## Examples:



- Buy your product
- Schedule a demo
- Introduce you to the decision maker
- Get credit Application

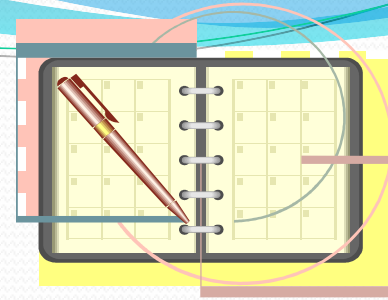
# Establish Rapport



## Getting Acquainted

Select a discussion topic with two purposes in mind. First make it a topic both you and the prospect will enjoy discussing for two to four minutes. Second, your opening statement or question should cause a prospect response that you heartily support.

# Setting The Agenda



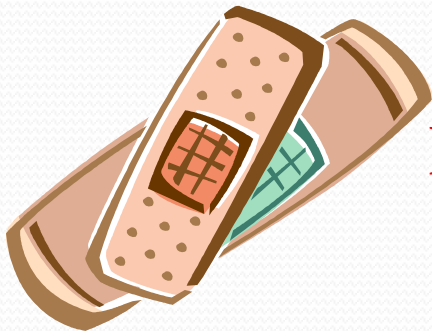
**Setting** an agenda is an effective way to put people at ease and build trust. Announce your agenda after the two to four minutes of Getting Acquainted.

Example: Joe, as I planned for our meeting today , I anticipate we would discuss three things. First ,I'd like to introduce myself and my company. Second ,I'd like to learn more about you and your situation. Finally, if you wish, I'll prepare some recommendations on how we can work together. In addition to those three items, what else would you like to accomplish or do you have any questions you would like me to answer?

# Fact Finding (Discovery)



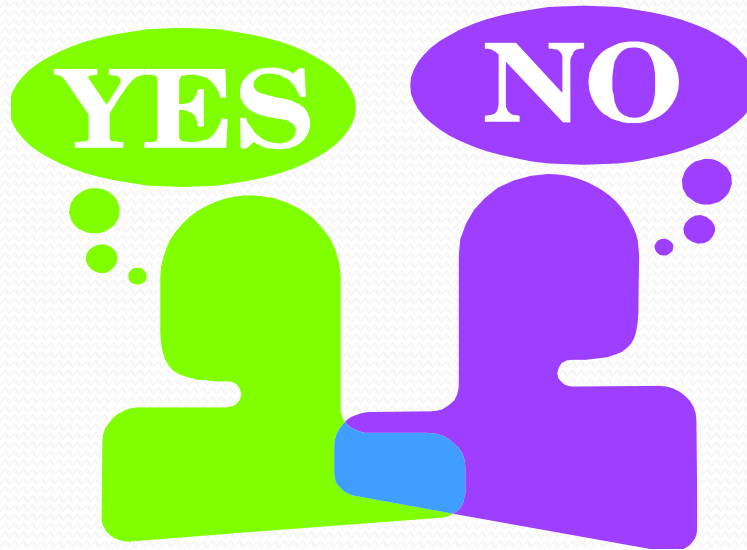
- Questions can be grouped into two categories- Open and Closed. Like surgical instruments ,they should be applied skillfully.
- Your ability to listen ,interpret , and respond to the buyers pain will guide you to the features and benefits of your product/service that exceed their needs.



**NO PAIN=NO SALE**

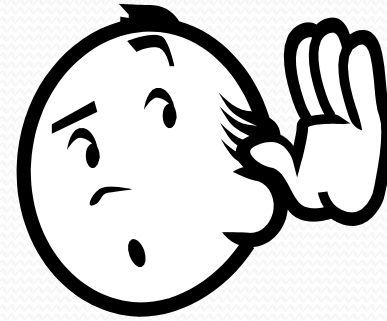


## Closed Questions



Limits the buyer's response to "Yes " or "No".

Example: Joe, Have you ever considered changing vendors?



## Open Questions

Allows the buyers to describe their needs with minimum intrusion on your part.

Example: If you were considering changing vendors, what are the three most important improvements you would be looking for?





# Resolving The Price Objection

- Some studies have shown that nearly two –thirds of price objections aren't related to price at all.

Example: Setting aside price for a moment, is there anything else that would prevent you from doing business with me?

- Customer Value= Benefits- Cost





# Closing the Deal



- Review the benefits
  - Example: Joe, let's review the benefits you will enjoy when your loan is approved by FSC
- Ask for a Trial Close
  - Example: Do you feel that the loan package meets all your needs?
- Assume the buyer is convinced
- Recommend action and ask a closing question
  - Example: I recommend that we complete the paperwork while I'm here . How does that sound?

# Questions



# Contact Information

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