

CONTACT

LEARN WHEN TO CONTACT YOUR PROSPECTS



BONUS VIDEO TRANSCRIPT SIX



COACHING ACADEMY SPECIALIST

Where Small Businesses Grow

Video Transcript Six

Lead Generation Made Simple

The P.E.R.F.E.C.T Method - C - Contact

In Lead Generation and in the **P.E.R.F.E.C.T. Method**, we've covered **Positioning**, how important it is to position yourself in the market as the authority so that people will turn to you as the preferred choice.

We've talked about **Educating** the prospect so that he gets to fully understand what it is you're selling as you endear him to you.

Then we talked about **Record**, which is having a proper CRM system where you record all the information and build a profile of your prospects so that when they are ready to buy, you know as much as you need to know about that prospect.

Then we talked about **Facebook** and all social media marketing and using the AICDA formula to help with your advertising.

Then we talked about "E," which stands for **Eggs** and not having all your eggs in one basket even if, and particularly if you have found a prospecting method that works.

The next step we will cover is "C." which stands for **Contact**. There'll come a time in your marketing when you have learned from your communication and relationship with your prospect that the moment is nigh. You have got to the stage where he's ripe for presenting your product or service directly to them, in fact, he's so ripe he's ready to buy and you must do something about it today.

Now we can say 'let's not be too pushy, we can wait and see if he comes to us'. But that's not the way to do it. What you have to do now is take advantage of our CRM system that we've got.

Take advantage of our Positioning, and Education of all the work we've done over a period of time. And it could be weeks and it could be years. We've got to a stage where we now believe that this prospect is in the market for this product and we need to go to work.

Do not just sit back and think, "Well, it'll come to me" because the fish do not jump into the boat. So let's go to work. If you honestly believe that your product is the best in the world then surely you owe to him to explain why.

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Continued....

This is when serious selling is going to kick into place. So we have to go and make a call, we have to make contact with the customer.

Now, let's form the view at this stage that to complete the sale of your product or service it is going to need physical contact with somebody from your company with the prospect. Whether that's to get payment, to sign a contract, do a demonstration or to deliver the product. But whatever the reason, contact is necessary and essential between your company and the prospect. And for that I'm suggesting we now make contact.

Before we make this contact, we must be clear in our mind what it is we're trying to do. We're trying to create a situation where we're going to get in front of that prospect. And when you attempt this, there are certain steps that you must follow.

And the first one is not to attempt at this stage, to sell your product or service over the phone, because that is a deadly trap to fall into.

What you must do is you must sell the appointment, sell the opportunity, give a genuine reason to get in front of them. But you must not sell the product or service. If you try to sell the product or service over the phone, you're making yourself redundant as a salesperson in terms of getting in front of the person.

We need get in front of them to show how genuine we are, to show how much we care, to give them a chance to get to Like, Know and Trust us.

We need to check if your product will meet your prospects needs, if you sell something that doesn't meet his expectations you will have an unhappy customer.

It is so easy for people to say "There's only thing the customer wants, which is the best price" because very often, that's what the customer says. "I'm just going for the best price."

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Do they mean it? No, they don't. Why do I know that? Because customers are continuing to pay more than the cheapest price every day of the week.

Because their confident that the product that they're buying meets their needs more. How does that come about? Because of a salesman who goes and finds out from the customer exactly why they want that product or service, how they're going to use it, what they intend to use it for, when they intend to use it, what problem do they hope it will solve for them?

So in **Contact** it is critically important that what you're hoping to do is sell an appointment. So you're talking about pushing hard to get an opportunity so you're in front of that person, and that way they get to like you, to get to know you, they get to trust you, and you get a chance to sell your product or service.

So there comes a point in the sales process that you will most certainly have to grab the opportunity and move from into direct **Contact**.

DON'T FORGET TO WATCH THE "LEAD GENERATION MADE SIMPLE CONTACT" VIDEO.

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