

# PROSPECTING

**BEFORE WE CAN SELL SOMETHING WE NEED A PROSPECT - A 'HOT' PROSPECT**

Prospecting used to be really simple - run an ad and answer the phone. Get enough numbers coming through and Hey Presto – you made money.

Nowhere near as difficult as sifting through muddy fields and rivers to find nuggets of gold – but the same idea.

Nowadays you need to really savvy – this is why:-

No one reads ads

No one wants to be sold to

Those two facts alone killed my retailing sales.

So, what do we do?

Great question – glad you asked.


Before you go spending a ton of hard-earned cash on marketing you need to know a few things.



## IDENTIFYING AN 'IDEAL' CLIENT

In my book 'How to convert a HOT Prospect' I have drawn a stick man, and around that stick man we list a few basic requirements we want the ideal client to possess.

We basically Build an Avatar:-

<p><b>PERSONAL</b> age sex married children</p>		<p><b>GEOGRAPHY</b> national local international</p> <p><b>LIFESTYLE</b> hobbies interests cars bikes</p> <p><b>GROUPS</b> networks social church</p>
<p><b>PROFESSIONAL</b> job career role manager</p>		
<p><b>LIKES</b> footie gym fitness</p>		

Now we know who our ideal client is and a bit about their lifestyle, we can target our marketing right?

Wrong.

We need to consider two very important issues before we spend our cash and ask them to ring us.

- 1) Can they afford it?
- 2) Do they want it?

# Do not waste time pitching the wrong people.

I will address these points for clarity.

If there is no immediate 'need' or a profound 'want' for our products or services, we will waste a huge amount of time dealing with tyre kickers.

Likewise if they cannot afford it, you'll waste a load of time AND MONEY pitching skint people – nobody wants that.

So, we need to get canny (as they say in my hometown) with the marketing. It's called price conditioning and influencing.

I have a formula when it comes to sales - Rule em in or rule em out – let the advertising sort out the tyre kickers. Use words to convey high quality or cheapest product. I NEVER want to be the cheapest – if people cannot afford me – I'd rather not speak to them. So I may use the words:- bespoke, highest quality, expert, consultative – you get the idea. Skint people don't want consultants.

The headline of your ad should be the greatest advantage your product offers to the prospect, it should also demonstrate that it will solve their greatest challenge in life. Here's an excerpt from my book:

“Businesses waste so much time and money on poor, ineffectual advertising. For example, pick up any magazine, trade book, or look on most networking websites and look at the adverts. They almost all have the company logo (the biggest and the first thing we see) as the headline.”

Look at these two adverts – which would you be influenced into ringing?

**A.J SACK & SONS**  
Family jewellers for over  
**100yrs**

call: 0120 322 9888  
Email: [sell@sack.co.uk](mailto:sell@sack.co.uk)  
Web: [www.sacks.com](http://www.sacks.com)  
Gold specialists

**DOUBLE YOUR  
INVESTMENT IN GOLD**

Give us your gold portfolio and we  
GUARANTEE to at least double  
your return on investment.

Call us now for a no obligation chat  
over coffee  
Ben Sack 07725 841617

**I know which ad I would ring.**

Advert two, rather than telling me who they are, leads with what I can expect if I trade with them. They're telling me, if I go with them, I am guaranteed to earn money on my investment. It's a fictional company and advert, but I think you get the idea.

There is an old, old acronym - WIIFM - What's In It For Me?  
The ONLY reason people will do business with YOU, is to get what THEY want.

Prospects DO NOT care about you, your company, your brand, your staffing, your wage bills etc. They want what they want - CAN YOU DELIVER?

When I work with companies looking to boost their sales conversions we need to know who they're attracting and what they're wasting on prospecting.

Whether you are running traditional ads, social media, networking or cold calling, lead with the greatest benefit. It will attract the right people and rule out the tyre kickers.

# The Parthenon theory



Attracting prospects in today's world is so much easier than ever before.

**BUT A WARNING - TEST EVERYTHING!!**

A Parthenon has multiple columns to support the entire structure. If one column was to crumble it would not collapse the building. Likewise you cannot build your sales process on just one marketing activity. Build multiple columns to attract prospects.

Test small and if it works - RAMP IT UP!  
If it doesn't work - change the heading!

**Practice, practise, test and test some more until you find what works for you.  
Hot prospects are out there - keep flipping rocks 'til you find 'em.**

**If I can help you or be of any help at all - just message me.**

Until next time.  
Lawrence Laidlow



07725 841617