


Achieving Results

A Black Diamond Associates Publication

June 2007

Prospecting: A Key To Sales Success

 Understanding both the prospect and the business you're in

There is an old axiom: “you have to hunt where the ducks are.” This is especially true in selling. If you do not have a pipeline filled with prospects, you are not putting yourself in a position to sell very high volume. The Champion Salesperson recognizes that the lifeblood of sales is prospects. Before you can begin developing prospects, there are a couple of things that need to be defined.

The first step in prospecting is to understand what a prospect is. A Prospect has to meet three criteria: 1. they have a need for your product or service, 2. they have the ability to make a decision, 3. they have the ability to pay for your product or service. If you are talking with someone and you don't know if they meet all three criteria, you are talking with a suspect. At one point all prospects were suspects. The key here is that you need to find out if your suspect qualifies as a prospect. If not, move on. Don't waste valuable time on people that will not buy.

The next step in prospecting is to understand what business you are in. There is a story about a drill bit manufacturer who when asked about his business said, “We provide drill bits for businesses and individuals.” Later that day he saw a man using a hammer and nail and asked, “What are you trying to do?” The man replied, “I'm making a hole.” From then on the manufacturer recognized he was in the business of helping people make holes. Once you begin to think in terms of what benefits your product or service provides, then you are on your way to defining what business you are in.

Once you know how to identify a prospect and what business you are in, you can go out into the marketplace to target prospects. We'll discuss this in our next issue.

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Black Diamond
A s s o c i a t e s

Our goal is to help you achieve significant long-term results and to successfully address current needs. We accomplish this by developing a partnership with you in which you clearly identify the results desired and the obstacles that are preventing you from achieving those results. Black Diamond Associates helps you discover the way to unlock the door to success and achieve the things that are most important to you.

Black Diamond Associates helps you discover the way to address your challenges and to achieve results. Through proven processes, we work with organizations to:

- Develop strategic plans
- Create alignment between behavior and strategic objectives
- Produce positive, measurable behavior change in leaders, managers, and supervisors
- Accelerate sales to exceed quotas, shorten sales cycles and improve closing ratios
- Increase customer satisfaction and reduce customer problems
- Improve productivity by eliminating waste
- Turn ideas into focused action that get results

In short, we help you achieve improved results!

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Trouble Shooting A Stagnant Meeting

Be ready to propel a meeting forward when it hits trouble spots. Here are three classic meeting problems and how to solve them:

■ **Problem:** “*We always peter out.*” **Solution:** End the meeting on a high note. If 17 minutes into the meeting you reach the climax of the gathering, stop the meeting there. That way everyone walks out revved up - and more productive.

■ **Problem:** “*Everyone’s bored out of their minds.*” **Solution:** Make attendees laugh. Here’s a trick from Sheldon Arora, CEO of Esoftolutions in Plano, Texas: The last person into the room at the monthly companywide meeting has to tell a joke. It loosens up the room and fills the seats on time.

■ **Problem:** “*No one retains a thing.*” **Solution:** Do a five-minute recap at the end. You want everyone to leave knowing exactly what they’re supposed to do. Clarify potential outcomes, outline next steps and make assignments.

Adapted from Escape From Meeting Hell, Patrick J. Sauer, Inc., www.inc.com. Troubleshoot a stagnant meeting

Goals & Goal Setting

The major reason for setting a goal is for what it makes of you to accomplish it. What it makes of you will always be the far greater value than what you get.

When Andrew Carnegie died, they discovered a sheet of paper upon which he had written one of the major goals of his life: to spend the first half of his life accumulating money and to spend the last half of his life giving it all away. And he did!

Some people are disturbed by those tough days because all they have is the days. They haven’t designed or described or defined the future.

Goals! There’s no telling what you can do when you get inspired by them. There’s no telling what you can do when you believe in them. And there’s no telling what will happen when you act upon them. We all need lots of powerful long-range goals to help us past the short-term obstacles.

The ultimate reason for setting goals is to entice you to become the person it takes to achieve them. Don't set your goals too low. If you don't need much, you won't become much.

If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build, end up building us.

We all have two choices: We can make a living or we can design a life.

Make this a Positive Day...unless of course you've made other plans!

Reprint with permission from Dr. James M. Wendling, The Wendling Group

Lessen Crisis Management

Keep crisis management from dominating your day. After putting out a fire, routinely go one-step further by asking:

- What is the pattern here?
- Why did it occur?
- What can we do to avoid it in the future?
- Who can be trained to prevent it from happening?

Then put a plan into place to avoid the crisis next time.

Adapted from Don't Oil the Squeaky Wheel & 19 Other Contrarian Ways to Improve Your Leadership Effectiveness, Dr. Wolf J. Rinke, www.wolfrinke.com

Who Needs a Coach?

Most individuals and organizations benefit from working with a coach to help sharpen skills and overcome hurdles for improved performance.

Most coaching clients are pretty secure in who they are, but they want more - or they want something better, faster, or easier - with more effective results.

We work with you to apply your skills and knowledge to accomplish your goals. It's not knowledge that is power, it is applied knowledge!

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