

Are Your Prospects Thinking About You?

Since you arrived at the office this morning, while you were pouring your first cup of coffee, or leading that morning sales huddle; your customers have already started the sales process without you.

Right now, your customers and your best prospects, they are online browsing the internet for the next product they are going to buy. They are heading to an industry conference or community meeting where they will engage their peers in conversations about whom to work with and why. Then they will read Google reviews and articles in trade magazines looking for what products are hot, and who is getting the best reviews.

OUT OF MIND OR TOP OF MIND, WHICH ONE ARE YOU?

So, if your name is not popping up, if you are not the sales professional they are reading and hearing about, then guess what? You're already behind in the sales process. By the time you knock on the door, or send that email or make that phone call, just when you think you are starting the sales process your customers are more than half-way to making their decision.

In today's marketplace, you have to understand that how your customers get information, make decisions, and decide whom to buy from has all changed. If you're going to compete, then you need to learn to attract the business before you ask for the business. You need to get your name and your reputation out into the sales cycle, the one where customers and prospects are looking. Buyers today want to verify whom they should do business with BEFORE they even think about doing business with them. That means no matter how amazing you are at what you do; you can guarantee that your prospects and customers are looking to see what they can find out about you before they meet or talk with you.

STAY IN FRONT OF THEM TO GET THEM TO KEEP COMING BACK TO YOU

Customers today may be in control of the buying cycle, but they are also overwhelmed. There are too many choices! Buying anything today has become like shopping in the cereal aisle of the grocery store. You know that cereal aisle that has the row, after row, after row of anything you could think of to do with a cornflake. When you are not sure what to buy, you see that box of cornflakes that you remember reading if you eat you will lose 30 pounds. Then you remember your doctor saying it would lower your cholesterol, and the online reviews saying it made people look and feel younger. So now while all the other boxes of cornflakes look the same – this box now stands out. This is the box you want to buy, the cereal you want to eat. In the world of sales, you have to be THAT box of cornflakes. You need to jump off the shelf - to be top of mind with your prospects.

3 CRUCIAL TACTICS THAT WILL KEEP YOU TOP OF MIND WITH YOUR PROSPECTS

Understand the Game

The sales game that is. You need to understand that sales today is different, and how your customers look to get information has changed. They are in control, and they know it. They also know they can buy the product anywhere and from anyone. Since they are making a choice, you need to give them the reason to choose you over your competition. Sales today starts long before the first sales conversation. You need to get in the game and make sure that when customers go looking for the information, you and your business are what they find – FIRST.

Create the Buzz

You need to be controlling the information your customers and prospects discover out about you. Listen to your customers no matter how amazing they hear you are, they will verify before they meet with you. What they find when they do that – that is up to you. Think about all the fantastic things happening in your business – the awards you won, the results you have had, the community service you engage in. Now ask yourself what are you doing to get that information out in the path of your customers? You can do videos and posts on social media. You can write thank you notes to your customers for the results you have gotten and awards you have received. Bottom line – if you want the market to be buzzing about you – then you better be creating that buzz.

Engage Your Fans

This is no time to be shy if you want to grow your business in 2019, and believe me, you do, then you need more than your sales team to make that happen. Let our top customers, and your prospects help you. Ask them to share your posts, send you referrals, and help spread the word about the fantastic things going on in your business. Give them reasons to talk about you and they will!

Selling today is different – competition, technology, and globalization have all changed the game. This is no marketplace for the meek and shy. You have a fantastic company; you are doing amazing things, be the first to step to the plate and share those messages. If you do, you will stand out from our competition, and open more doors, close more sales, and succeed no matter what this economy does.

Success in today's economy requires knowing where to put your focus, what your strategy will be and what your customers will be thinking about.

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By:

Meredith Elliott Powell, Global Keynote Speaker

“Helping Leaders & Sales Professional Build Ownership”