

No Bull Prospecting Meetings

There's an effective way to capture the attention of ultra-busy prospects. Propose a 7 minute meeting. Why seven minutes? It's precise...it's different...and it signals you value the importance of time. Both you and the prospect can use a 7 minute phone call or online conference to determine if it is worth continuing the conversation.

Follow these steps for No Bull Prospecting Meetings:

1. **Talk about challenges.** Prospects care about their needs and problems, not your products and services. Thus, start your No Bull meeting by demonstrating your understanding of key issues that prevent your prospect from achieving their business objectives.

"Virtually everyone I talk to is concerned about cutting employee theft. They can't continue to let valuable profits slide out the door."

2. **Share the experiences of others.** Give examples of other customers. Make sure you discuss how they did things before doing business with you and the results they then achieved.

"For example, we recently worked with Tony's Pizza. Their employee theft was nearly 1.5% of sales. All they ever got was hassles. In just 2 months with us, Tony's has cut theft in half."

3. **Begin a conversation.** Always plan questions ahead of time. It's impossible to come up with good ones on the spot. Use provocative questions that allow your prospect to do some thinking.

"How big of an issue is internal theft for you? What are you doing right now in this area? How satisfied are you that these efforts will get you where you want to go?"

4. **Suggest action steps.** Always suggest a logical follow up to this initial No Bull Prospect conversation.

"Since this is clearly important to you, let's set up a time for a more in-depth discussion."