Must-Do Tips No 3: New Business Meetings

Your firm probably spends a lot of time, money and effort to deliver sales opportunities for its professionals..and then what? Well, whilst not exactly a horror show, sending doughty partners or others, unprepared, into the board rooms of the potential client world can be a very risky business.

"They didn't have much to say, so I just told them about us and what we do"

"They didn't need my type of advice, so I cut my losses and got out quick"

Here at People Scope, we spend a significant amount of time showing professionals that being a 'walking talking brochure' for the firm, or just focusing on your own specific area of expertise isn't what these sales meetings are about. From this experience, our three tips for success below are only the beginning (33 might have been a goodly number!).

Tip 1 - Do Your Homework

We know that business-knowledgeable professionals are much prized by clients, don't we? Just so with prospective clients too. Nowadays, it takes only a few clicks of the mouse (or a call to the Marketing Department) to access a lot of detailed and useful information on companies and their activities. Oh yes, and we should also investigate what trading or pre-trading history we have had with the prospect. All this information can be VERY useful in spotting opportunities to discuss, and flatter prospects that your firm has "done its homework". Encourage yourself and your professionals to invest this time - it will pay dividends.

Tip 2 - Do an agenda

We know a lot of so-called professional sales people in the world outside of the professions who would not dream of doing this. Often, they are the unsuccessful ones who conduct unfocused meetings that get nowhere (usually very slowly!). A well-produced agenda will organise our own thoughts, information needs, objectives, and ideas. Shared with the prospect beforehand, it will involve him/her in the process of making the meeting truly productive.

Tip 3 - Let's Talk About YOU

It does take a while, but eventually the penny drops. The main aim of new business meetings is to uncover potential needs from the prospect for the services we might offer, **not** to impress with your detailed knowledge of the contents of the firm's brochure. Asking the right questions, listening and asking more (and more) questions is vital. This is easily said, but less easily done for many professionals.

Are new business meetings an issue for your firm? People Scope runs short workshops for professionals that focus on the skills and best practice to succeed. *For more information, hit the Reply button and type 'New Business Meetings'.*

Want to know more about People Scope and what we do? Go to www.peoplescope.com.

If you think someone else in your organisation or network might be interested in receiving Must-Do Tips, tell them about us. All they need to do is email peoplescope@aol.com and type 'Subscribe'.

If you do not wish to receive Must-Do Tips, press 'Reply' and type 'Unsubscribe' and we will do exactly that.

Best regards.

JAMES NEWBERRY
Managing Partner
People Scope
6 River Court
Chartham
Canterbury
United Kingdom
Telephone: 44 (0)1227 730411
Email: peoplescope@aol.com
Website: www.peoplescope.com