

Does Your Sales Pipeline Need a Jumpstart?

Five, Easy, No Cost Prospecting Strategies Guaranteed to Get Results

Prospecting Strategy #1

The Hand-Written Thank You Note

Why should you send hand-written thank you notes to prospects, clients, potential clients and contacts?

No matter whether you have a face-to-face meeting or an impromptu chat while walking across the parking lot, you have to let people know that you appreciate their time and the opportunity to connect with them. Everyone wants to feel like her time is being appreciated and respected. Therefore, a hand-written thank you note, just to bring closure to the conversation or meeting is an ideal way to show your gratitude.

Hand-written notes are also an ideal way to reiterate the conversation, make a few closing remarks and keep the door open for another opportunity for the two of you to connect and follow up. Remember, **marketing is about relationship building**, and the more you can demonstrate your personable side to a client, or potential client, the more likely that person is to feel trusting of you and your ability to deliver excellent service.

Prospecting Strategy #2

The Follow Up Call/Re-connective Email

No doubt, in your own practice, you have suffered from “*failure to follow up*”. It happens to the best of us.

Sometimes we get distracted and simply forget. While other times we aren't sure if the prospect or contact showed “real” interest or not, so we opt to forego the follow up and hope that she will get back to us if there is interest.

When you take the initiative to follow up with a prospect, referral, or existing client, you are demonstrating your interest in her. Irrespective of whether or not you can help her – your only goal for the follow up call or the re-connective email is to reiterate what she expressed as a need and to determine if you can help or if you know someone that can help.

The follow up call or re-connective email is not about what you get, **it's about what you are offering**, even if it's nothing more than to say, “*I'm here when or if you need me*”. This is an opportunity to touch a prospect, contact, etc., without giving her your pitch. It's just an inquiry and an offer to help – no strings attached. **You are not selling – you are inquiring.**

Prospecting Strategy #3

“Something That Might Interest You”

Ideally, while connecting with a prospect, potential client, etc., you have taken good notes. You've noted likes, dislikes, associations and groups he belongs to, even his recreational interest. **This is not trivial information.** This is powerful stuff to be used carefully to “woo” him.

If you know your prospect, or existing client is interested in the arts, send him a link to a play that's coming up soon and suggest you attend together. If you know he has a bit of a sweet tooth, send him a basket of dedicate chocolates and imported goodies.

MARKETING INSIGHTS

Prospecting Strategies Guaranteed to Get Results (continued)

Perhaps your client or prospect is from another country, take Italy for example. Mail him an Italian magazine that's full of pictures and recipes. Take the time to highlight great articles or elaborate feature stories. Don't be afraid to be personable with clients and prospects. **Show them with thoughtfulness.**

There's a big difference between your being personable and taking an interest in your client or prospect interests and in being too personal. By showing you care about what's important to him, your thoughtfulness will be appreciated on many levels.

Prospecting Strategy #4

The Invitation to Brainstorm

Sometimes prospects are "on the fence". They don't have a reason to do business with you, but consequently, they don't have a reason not to do business with you either. By giving your prospect an invitation to call you and brainstorm through ideas, you take the pressure off of making a decision and open up the communication channel once again.

Oftentimes, we feel like we must "close the sale", and that subconsciously translates into pressure for the prospects. Your prospect has concerns and ideas that he has not shared (you can count on it) and he needs to fully and completely feel like you understand him and where he's coming from before he's willing to move forward.

Take the time to brainstorm with prospects. Be generous with your time and share in his objectives and goals. It might take you a few more touches before he is ready to move forward, but you can believe the trust level in your ability to deliver a solution will be significantly higher.

Prospecting Strategy #5

The Power Of The "Reprint"

When you issue press releases or publish articles, whether locally or nationally, **don't assume that everyone who knows you has seen them.** In fact, it's more likely that in the hustle and bustle of a typical day, most people you know haven't kept up with industry news unless it directly affects them. Because published material gives you the opportunity to posture yourself as an expert on a topic, reprint your published work and use it as informational direct mail pieces.

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