

VALUETOUCH™ PROSPECTING: FIND AND MAINTAIN A STEADY STREAM OF BUYERS DURING TURBULENT TIMES

VALUETOUCH™ PROSPECTING is a proven system designed to help businesses and salespeople thrive in today's turbulent economy. It is based on providing genuine value to your prospects and customers over time, and creates an avenue for prospects to become comfortable and familiar with you, your company, products and services. With ValueTouch, when prospects are in a position to invest in what you offer, you and your organization are correctly positioned to win the business over your competition!

Let's face it, we're all feeling the pressure of the uncertain economy. Consequently, your focus may be shifting to 'survival mode' — doing everything you can to simply stay afloat. Perhaps these pressures have led you to adopt a more reactive approach to pursuing prospects, in hopes of drumming up business. Unfortunately, it requires more than mere persistence to overcome the gut-wrenching cycle of resistance and stalls from spending-conscious prospects.

How do you get around this roadblock to your success? The answer is simple — change your approach to one that redirects your focus away from yourself and onto your prospects and customers!

ValueTouch Prospecting campaigns can be used with new prospects, as well as with existing clients and customers to generate the revenue and capital your organization needs to thrive and grow. It is designed to help cement your position in front of prospects and customers every time they are ready to buy — not just when you need to make a sale.

SIX PROVEN STRATEGIES TO HELP YOUR SALES TEAM WIN IN TODAY'S MARKETPLACE

Here are six strategies that will deliver real value and position you well above the competition:

1. ENSURE THAT EVERY COMMUNICATION WITH A POTENTIAL PROSPECT OR CUSTOMER DELIVERS COMPELLING VALUE THAT HELPS THEM DO WHAT THEY DO BETTER.

The perception of value that prospects and customers place on you, your products and services, and your organization is in direct proportion to the value that you provide. Phone calls, email, print mail and other methods of communication must focus on delivering real benefits to your prospects and customers, rather than a thinly veiled, self-focused sales message.

2. FOCUS ON BUILDING TRUST, RATHER THAN PUSHING YOUR PRODUCTS AND SERVICES.

The first communication that you have with a potential prospect will set the stage for your ability to establish trust. Simply 'pitching' or overwhelming your prospects and customers with sales speak shows little regard for their wants and needs, making the development of trust nearly impossible. If that first communication provides nothing beneficial to your prospect, you will be relegated to simply being just another salesperson. Instead, keep the focus placed squarely on your prospects' wants and needs by providing them with valuable, practical information to help them find the best possible fit. Remember, the clearest path to a solid close is through a consistent process of delivering help and value to your prospects and customers!

3. EMPLOY BLENDED PROSPECTING/MARKETING STRATEGIES TO MAXIMIZE POTENTIAL SALES OPPORTUNITIES.

A combination of traditional prospecting strategies merged with today's high-tech, Web-based capabilities is a must for success. Prospecting campaigns and client retention programs will require a well-executed, targeted strategy blending both physical as well as digital 'touches.' Research shows that the average prospect needs to be 'touched' a minimum of 10 (that's right, 10!) times before they will agree to an appointment. Salespeople have to leverage the media available to develop campaigns that are savvy and emphasize 'top-of-consciousness' more than ever before!

4. UPDATE YOUR SELLING PRACTICES TO REFLECT THE ADVANCEMENTS OF SALES 2.0.

Sales 2.0 is an integrated approach which involves utilizing various forms of communication to research, engage and interact with prospects. The emergence of social and business community outlets across the Internet has changed the selling landscape. As your prospects and customers become more accustomed to using these outlets for making buying decisions, a working knowledge and ability to master the use of these outlets will be required for success in today's ever-changing marketplace. Effectively using emerging online social forums and technology will be essential to selling success today and in the future. Integrating Web and other technology with your selling strategy will position you for greater success in the marketplace by keeping you in alignment with your prospects' and customers' buying process.

5. POSITION YOURSELF AS A TRUSTED ADVISOR.

The days of simply picking up the phone and cold calling are (fortunately) coming to an end. More and more, consumers of goods and services are basing their purchasing decisions on such factors as value and return on investment. By positioning yourself as an accessible and insightful resource for navigating the buying process, you earn your prospect's trust — and very likely, their business. Your job will become tougher if you do not learn how to leverage the concept of positioning yourself as an expert, and not as a desperate salesperson.

6. TAKE ACTION NOW TO REFRESH YOUR KNOWLEDGE OF BUSINESS PRINCIPLES.

The key to delivering real value and staying ahead of the curve is to be adequately prepared with a complete knowledge of business principles, market strategies, and an understanding of the challenges your prospects and customers are dealing with. In order to position yourself as an expert and trusted advisor for your client, you must be able to speak and think 'at their level'. You should be equipped to think globally about how your product or service can improve a prospect's business on a total-solution scale, rather than simply listing features as a 'patch' for their problem. This requires that you attain much more than a cursory knowledge of their company and industry. Keeping up-to-date on industry trends, terminology, market shifts and other business standards impacting the marketplace allows you to be the most effective business resource for your prospects and customers.

There is far more involved in ValueTouch Prospecting than can be explained in this brief. However, the hope is that these six tips will allow you to begin thinking about how you and your organization can leverage the concept of value in your prospecting campaigns. Whether you are trying to sell more to existing customers or you're developing new business opportunities, it is critical that you begin thinking about giving value first to set the stage for building a solid foundation for your success. Best wishes for good selling!