

Strategies for Connecting with Prospects (Especially virtually)

Dealing with new customers can be nerve-wracking in the best of times and only more challenging today with social distancing. Forbes' Business Development Council shared a dozen tips:



1. Correct, Challenge, Consult

Connect with cold and new prospects by using these three Cs of sales: correct, challenge and consult. Correct the prospect's issue to highlight their "blind spots," then challenge their assumptions about their problems.

2. Be Real

Be someone of value and just interact with them. It doesn't matter who you are going after, be a good person and start a conversation with them. Share their content, comment on their posts, ask them questions.

3. Build Your Brand

A strong strategy is to build a brand around yourself and your organization and product. Position yourself as a subject matter expert in your field and engage in social selling and content dissemination in your network.

4. Provide Free Value

With strong industry knowledge or information that can help a prospect, there is a higher likelihood they want to talk to you. Offer value instead of just trying to get the sale.

5. Seek A Mutual Contact

As part of my client research, I include a list of people who have an existing relationship with the target. The mutual contact is key as it provides you with social reinforcement.

6. Leverage the Right Technology

Today's sales professionals have modern technology they can leverage to make first-time prospecting easier.

7. Do Your Homework

Prior to meeting, do your homework. Read articles on their industry and what is expected in the short term and long term as far as growth, projected issues and, if pertinent, any tech that may disrupt or improve the business.

8. Ask The Right Questions

Asking the "right" questions is the key to establishing a long and fruitful relationship with a prospective client. Many people prefer to talk about the product or service, rather than listen to the client and their interests. Break the ice by asking, "What is working, and what makes it work?"

9. Give Them The Power

When walking into a room with someone you have not done business with, just listen. The key is to let them talk and feel like they are important and helping you.

Implications for Advisors

My Money Roadmap helps you bring meaningful content to prospects, offer something of value complimentary out of the gate and make it even easier to get prospects talking (a lot) about themselves, their lives, goals and concerns.

- Finance is not an easy topic for a lot of investors to talk about.
- This helps you take it to the next level even further and from a position of greater rapport and expertise more quickly.
- [Click here to schedule 5-10 minutes to learn more.](#)

Source:

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2019/07/17/13-strategies-for-connecting-with-new-sales-prospects-and-why-they-work/#644d9e321c5f>