



# **Fearless Selling**

## **How to Master a 30 Minute Sales Meeting**

A new prospect calls and gives you a 30 minute time-slot four days from now to present your solution. It's not enough time to fully discuss your offering so here's what you do.

After exchanging pleasantries with your prospect say, "Let me tell you a little bit about us" and follow this with a short 20 second success story.

Pause briefly. Then ask a thought-provoking question such as, "What prompted you to consider this now?"

Make note of what they tell you and probe with a few more high-value questions to gain an understanding of their specific situation.

Next, summarize your understanding of their problems, concerns, and issues in bullet point form and check for confirmation before continuing.

Then, show the prospect how you will address each of the issues by explaining what you have done for other clients.

When you have five minutes left say, "Mr. Jones, I know we only had 30 minutes scheduled for this meeting. I'd like to suggest that we meet again so we can discuss exactly how we would help you achieve the results I mentioned. Does that work for you?"

This approach will help you stand out from virtually every other sales person who meets with that prospect. As a result, your prospect will often grant you more time or agree to a secondary meeting.



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## **Earn The Right**

A sales manager I used to work with often used the phrase, “Earn the right.” He was an old-school sales guy who correctly believed that it was essential to earn the right to not only ask for the sale, but to move through the sales process. Here are four situations when you should “earn the right.”

**Earn the right to ask for an appointment** by changing your opening dialogue to reflect your expertise and credibility. Pique your prospect’s attention by outlining a potential problem they may be facing and how you might be able to help.

**Earn the right to ask tough penetrating questions** by demonstrating that you have done pre-call, pre-meeting research. Don’t waste a decision maker’s time by asking weak questions that could have been answered by a five minute browse through their website.

**Earn the right to discuss your product, service or solution** by showing that you have listened to, and fully understood, your prospect’s situation, concerns, and issues. Before you begin talking about your solution, briefly recap your understanding of these issues.

**Earn the right to move the sales process forward** by clearly demonstrating how your solution will benefit your prospect or customer. Avoid discussing elements of your offering that have little or no relevance to your prospect’s situation.



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## **Signal Your Intent**

One of my pet peeves is people who don't signal when driving. From a simple lane change to a turn at an intersection, it never ceases to amaze me how many people don't bother to signal their intent.

Sales people should signal their intent, too.

Here's what I mean...

As you start a discussion with a new prospect, outline how you plan to manage the sales conversation by saying something like,

"Rick, I'd like to start by asking you a few questions to gain a better understanding of your situation. That will help me determine if I have the right solution for you.

Assuming I can help you, I will prepare some information and we'll agree on a day and time to discuss it. Does that sound fair?"

Or, if this is a subsequent meeting or sales call you can signal your intent by saying,

"Susan, as we discussed in our last conversation, my goal today is to review the proposal, answer any questions you might have and to discuss the next steps. Does that still work for you?"

You may think that this fundamental step won't affect the outcome of your meeting or sales call. However, it is highly effective because it tells your prospect that you actually follow some sort of process while demonstrating your professionalism, expertise and self-control.

It also indicates the direction the sales conversation is going to take and gives you both the opportunity to confirm your mutual understanding of the meeting objectives. This ensures that you are both on the same page and expecting the same outcome.

In my experience, very few people (myself included) make enough time to confirm a few details BEFORE continuing their conversation with a prospect or customer. Signaling your intent helps you achieve you this objective.

Before you start your next sales call or meeting with a new prospect or existing customer, take a moment and signal your intent. It can make a significant difference in your outcome.