Progressions Inc.
Sales Training & Consulting

Your Introductory Business Development Call

• Rule #1 – Prepare! Gather as much information as you can prior to your first call so you are knowledgeable about the client, their industry and their competition. Ask fellow officers, search the internet and collect information wherever you can.

• Prepare a professional introduction. It should be very easy to understand, demonstrate your values, show that you know what you are talking about and clearly demonstrate your credibility. Include such areas as the length of time you have been in your position, personal experience and testimonials. Speak in the language of the client and offer examples where they can see the value you bring to the table.

• Probe to find out the overall goals and challenges of the client. This is your opportunity to see what you can do to help them. Remember that your goal is to uncover needs so listening is key. Ask key questions that uncover hot buttons. Find out what is going on and determine the source of their symptoms.

• Collect all of that data in your mind and start to prioritize and focus on their real wants and needs. A true professional knows how to summarize during this point in an appointment so that client sees their value.

• Discover any obstacles that might be getting in the way of their working with you or simply ask the question, "Are there any obstacles or reasons that would keep you from changing to another vendor?"

• Position yourself for a follow-up call and reason to come back. Start establishing a long term relationship to generate new business and additional referrals.

Good luck and good sales!

Lynn Giuliani

NSA™ NATIONAL SPEAKERS ASSOCIATION

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