

First Meeting

It is critical for salespeople to realize the impact a first impression has in building a successful sales career. Business is based on relationships. Building and improving relationships provides a foundation for success not only in sales but in any career.

A business relationship starts or ends with the very first meeting. Taking time to prepare properly and remember all the necessary steps that help to form a positive impression when meeting prospects can help close more sales. Doing it right can make the difference between establishing the groundwork for a long and mutually beneficial business relationship or having the window of opportunity shut down.

Remember, you have several goals on this sales call. First, recognizing that there are probably few product or price differences between you and your competitors, you want to establish the relationship as a significant factor in the decision-making process. You want to do that also because you know that surveys show that the relationship between salesperson and client is often the most important factor.

Hot Tips

- Techniques like the 'fish on the wall' insure you break the ice and start to build rapport with your prospect - let us show you how
- 'Active listening' is vital in the first meeting. Discover the best techniques
- At this stage, we need to be 'Customer' centric in our approach rather than 'Product' centric.

The Growth Effect

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