

Find Out How To Talk With The Prospect

There is one main thing which determines how and what you talk about with a prospect.

-“Who” the prospect is.

Of course there are several other factors to take into consideration if you want to.

Like:

-Who are you

-What is the reason for the conversation

-What is the relation between you and the prospect

And I can go into minute factors even. Like intelligence on the prospect. What is the religion of the prospect, likes, interests. Previous experiences of the prospect with you or your product, or similar products. Whether the prospect is rich or not. Whether there is a good weather today or not, or if there were any shocking events recently that likely impacted his and your life. Etc...

But frankly most of this can be covered in “who” the prospect is.

By finding out who some one is, and relating that to our knowledge and experiences with people that are similar to who the prospect is. We can determine the best course of action with the prospect where we can logically predict how he will react to certain words, sentences and or actions.

We can make a logical conclusion on what to speak about and how to get the best reaction out of the prospect, and move the prospect along the way towards a close through building rapport and giving presentations that WILL COMMUNICATE.

Here is the thing. If you deal with each person as you dealt with the last one, you wont be too successful in dealing with people.

As people are different. What works with one, might not work with another.

Flattery might work very well with middle aged upper class women, but when you compliment a middle or lower class woman during a sales pitch, you will get suspicion.

You might get far with a young adult when you are speaking about how your product will increase their status, but that will not get you far with some one who has no need for stunts like that.

So the lesson here. Is find out who you are talking to. Who the person is? What is he? What does he thinks he is? How does he liked to be treated? What he wants to hear? How? What he likes to speak about? What is his use of words in conversation?

If you have troubles finding out how to deal with people, even after you get data on these questions, you need to gather more experience. Deal with people, speak with them, try interacting with them in different ways. While you are doing that. Take notes on their personalities, and how they react to certain mannerisms and words and emotions.