

## Intelligence Gathering

How do you talk with the prospect?

What to say?

How to say?

What words to use?

What emotions to use?

What examples to use?

To not know this, is shooting blindly at a target.

To know this, is to shoot at a target with skill and an ultra precise sniper rifle.

So the earlier you know these data, the better it is. Do your intelligence gathering as early on as possible.

Meaning, you want to find as much about the prospect as early on as possible.

Once you have these data, you know exactly what and how to say. You will then be able to tailor make your message/communication. You can present data in a way that the prospect will identify with every word you speak.

### **Examples:**

If you find out that the prospect is into extreme sports and cars, and you are selling shoes, you can tell the prospect about what type of extreme sports these shoes will be a good fit to.

If you find out that the prospect is some one who is not a risk taker. You will present your product/service as a fool proof purchase. And explain to him why.

If you find out that the prospect loves camping and you are selling a car, you are going to talk about how this car can take the prospect to the camping location through deserts, mountains, lakes. Plus he will be able to pack all his essential camping supplies into the car with comfort, and he can leave the car. With your unique security system, no one will steal it.

If you find out that the prospect is into Japan, and loves Japan's culture and way of life etc. You can probe around a little bit. Does he agree that Japanese products are high tech and superior in quality (as a lot of people happen to think so). If yes, you can position your product, saying that your product might as well have been manufactured in Japan as your product's quality is up there with Japanese products.

For example if you are selling knives, you can say that they are like mini katanas.

If you are selling headphones, you can say they are like the headphones used in music videos by Japanese pop music artists.

Alternatively, you can also pull out a document which shows how many people brought from your company in Japan.