

Transition Smoothly By The Way

First thing to do with any prospect is not get down to business.

What you want to do first is establish a communication channel. A solid back and forth between you and the prospect (a connection or relation).

Once you have built that solid channel, and you feel like you can place your communications on this channel then you can move to the business part of your conversation.

One of the best things you can use to smoothly transition from a friendly chit chat (which you use to establish rapport) is by saying "by the way"...

"... Ah great to hear about your recent accomplishments, by the way, what can I do for you today?"

Or

"That's amazing! By the way, have I showed you our latest models yet?"

Etc..

Use by the way.