



7 Tips for more Effective meetings with Sales Prospects

1. Ask open-ended questions

'What' questions are more effective and less intrusive when you need to ask a series of questions. 'What', 'how', 'describe' helps us to probe and understand the problem in more depth.

2. Practice active-listening

To understand customers and their problems, we need to actively listen: the prospect/customer should be doing 90% of the talking.

3. Avoid telling or interrupting

A simple, open question, that gathers information example is "What have you tried to solve this problem?"

4. Understand the power of Silence

Silence is a great communicator. It gives both people time to think. Don't rush to fill the space.

5. Ask follow-up questions

Drill down and follow up comments with "tell me or "describe". Avoid the temptation to comment on everything.



6. Be specific in your questions

Make questions more specific. Focus on examples and a more recent time frame and you will get more valuable actionable information that you can derive insight from.

7. Be aware that people may not tell you their information in a sequential way. They may jump around so you will need to join it all later.

Are you asking insightful questions of your Prospects and Customers?

Via Inc.

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