



# 4 GREAT IDEAS TO SECURING APPOINTMENTS WITH NEW PROSPECTS

## ALWAYS HAVE A BENEFICIAL REASON TO SCHEDULE AN APPOINTMENT.

# 1

Don't ever ask someone to meet so you can introduce yourself or touch base. No one has time to meet new sales people today. They didn't have time 10 years ago, either; but sales people were their sources of information then. Not today. Yes, this is technically cold calling. However, if you are trying to schedule a demo of your hosted access control system, or deliver a new presentation on the pros and cons of using drones for video surveillance, then you're becoming an intelligence broker. Will your appointment ratio increase? A little bit. The real victory is the perception of expertise that you're building. When they need something, they'll call you.

## ENGAGE IN SOCIAL MEDIA DISCUSSIONS.

# 2

Find the groups or blogs in which your prospects engage, and join them. Don't just join them, but get involved in the discussions, and post new questions or opinions. Become a leader in the dialogue. Ask questions of others – don't just try to be the typical social media know-it-all. You'd be surprised how many people read your comments and will appreciate your candor and intelligence.

## SPEAK, SPEAK, SPEAK.

# 3

Whenever possible, speak on relevant topics. When one stands behind a lectern, they become perceived as an authority on their topic. Of course, you should be competent on the topic. Unfortunately, many people have the competence, but don't share it with the masses. Get involved in industry specific organizations and volunteer to speak. BTW, they'll love you for it – they're always looking for speakers.

## HELP YOUR CURRENT CUSTOMERS BECOME BETTER, AND ASK FOR REFERRALS

# 4

One thing that hasn't changed in the last 10 years about sales is that the best way to secure an appointment is to be referred by a satisfied client. Make sure you take care of your customers by being an intelligence broker with them, also. Always ask them for help in meeting others. They'll appreciate the chance to help you.