

What Does It Take?

Since you're probably in sales you know that there is a realism of what it takes to get and keep customers. In many situations the most difficult job is getting them to meet with you for the first time. Once you have the appointment, let me suggest there are three functions that must happen in order for you to have a client.

- To gain rapport
- Identify their need
- Show them you have the right solutions

So what does it take to get that first appointment to meet with the potential prospect, and what are some of the factors for earning their business?

Building the relationship at the first meeting or phone call is the **KEY** factor to moving forward with any new customer. This may take several calls just to obtain agreement to have the first meeting with you.

Here is what I've found that really helps me obtain that first appointment.

- Having electronic or printed newsletters
- Consistent calling and never give up
- Investigating the business or people that you're calling on
- Obtain referrals if you can, there is usually complete validation and trust with referrals.



Whether you are in real estate, insurance, or a stock broker, we all know that building the business is necessary to having a strong foundation. Your later success is formed by your early determination and persistence to building your business with the right principles of helping people with their needs and not trying to sell them something.

For some the success comes later after many months or even years of hard work. You must have constant contact to stay in the mind of future customers and clients. Your planning and follow-up will provide many opportunities to earn money and obtain success that will help build your business to what you desire and visualize.



It may sound easy, but it's not. Your activities are part of the puzzle of success and it sometimes doesn't work even when you do everything right.

One of the most important parts that I have not mentioned yet is having written goals that you look at every day. It's best if you have daily, weekly and monthly goals and rewrite them often to keep them fresh. By having written goals the goals will be residing in your subconscious mind creating wonderful effects. This will help in building your positive feedback and your own mental picture of success. Leading to achieving the

money and life that you want to live and enjoy.

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