

Table Of Contents

Foreword

Chapter 1:
Know Your Target Market

Chapter 2:
Demonstrate Confidence

Chapter 3:
The Right Questions

Chapter 4:
Call To Action

Chapter 5:
Follow Up

Wrapping Up

Foreword

Have you ever felt uneasy or inarticulate when speaking to a prospect? You recognize the moment of truth is upon you . . . it's time to recruit this fresh prospect -- but how?

With practice this procedure will be easy. For now, abide by these steps to making headway in conversations with prospects.



Talking To A Prospect

Tactics On Dealing With People Wisely In Network Marketing.

Chapter 1:

Know Your Target Market

Synopsis

The opening move of having potent conversations with prospects goes on before you meet the candidate. If you've expertise in your market, tap into your insider knowledge. Otherwise explore what motivates them.

Interview some people in your market by asking: What is working well for you today?

What are your top 3 hardships?

What are the 3 things you want most?

What are you learning about today?

What is missing for you?

Tailor your services to supply solutions based on their answers. Practice discussing a bulleted list of particular benefits that you offer them. Never discuss vague concepts like helping them accomplish goals and fulfill their dreams. These have no selling power.

The 1st Steps

The most successful small businesses realize that only a limited number of individuals will purchase their product or service or sign on. The task then becomes ascertaining, as closely as possible, precisely who those individuals are, and 'targeting' the business's marketing efforts and dollars towards them.

You, too, may build a better, stronger business, by identifying and serving a specific customer group – your target market.

Among the first things you have to do is to refine your product or service so that you're not attempting to be 'all things to all individuals.' Become a specialist!

Following, you need to comprehend that individuals purchase products or services or sign on for 3 basic reasons:

- ▶ To meet basic needs.
- ▶ To resolve issues.
- ▶ To make themselves feel great.

You'll need to ascertain which of those categories your product or service is the solution to, and be geared up to market it accordingly.

Your product or service might fit more than one category, also.

The following step in producing an effective marketing technique is to home in on your target market.

First of all, is your product international or national in range? Or is it more probable that you'll sell it primarily in your own area or community?

Let's suppose that your primary market is local or regional, and that you live in an area with a population of 35,000 individuals. The first things you'll have to do is research the 'demographics' of your area, and divide it into market sections:

- ▶ Age: youngsters, teens, young, middle, aged
- ▶ Sex: male, female
- ▶ Education: senior high, college, university
- ▶ Revenue: low, medium, high
- ▶ Marital status: single, married, split up
- ▶ Ethnic and/or spiritual background
- ▶ Family life cycle: recently married, married for years, with or without youngsters.

This data ought to be available to you through your local town hall, library, or Chamber of Commerce – and the more detail you may get, the better.

Following, you have to segment the market as much as conceivable utilizing 'psychographics' as your guide:

- ▶ Life-style: conservative, exciting, trendy, frugal
- ▶ Socio-economic class: lower, middle, upper

- ▶ Belief: easily led or opinionated
- ▶ Actions and interests: sports, fitness, shopping, books
- ▶ Mental attitude and beliefs: environmentalist, security conscious.

If you are a business-to-business company, you'll likewise have to consider the sorts of industries available to you, and their number of employees, yearly sales volume, location, and company stability. Additionally, you may wish to find out how they buy: seasonally, locally, only in volume, who makes the choices? It's crucial to note that businesses, unlike individuals, purchase products or services for 3 reasons only: to better revenue, to sustain the status quo, or to minimize expenses. If you fill one or more of these corporate needs, you might have found a target market.

By now you ought to have a picture coming forth of who you think your 'ideal' lead is ... or who you wish it to be. Depending upon the nature of your business, you may even be able to write a description of your lead. "My target lead is a middle-class woman in her middle years who's married and has youngsters, and is environmentally conscious and physically fit." Based on the numbers you exposed in your research, above, you might even know, for instance, that there are about 9000 of those potential leads in your area! It might well be that 3000 of them are already loyal to a rival, but that still leaves 6000 who aren't, or who haven't yet bought the product from anybody. Do the research!

Lots of times prospective leads don't know about your company, or can't tell the difference between your company and others. It's your job, once you

recognize who your best leads are, to 'target' the group that you've identified – even if you have rivalry.

Additionally, you might decide, utilizing the example above, that you'd likewise like to extend your target market to include women a bit older. If you go back to the basic reasons why individuals buy goods or services or sign on, and may find ways to target your efforts to that age bracket, you might be successful in capturing a greater share of the market!

On the other hand, what if you 'narrowed down' your product or service and then researched your target market, only to find that there are likely less than 75 individuals who will be interested in what you have?

First off, if those 75 are corporate leads who will spend 100s on your product or service yearly, then you've nothing to fear. But if those 75 are only going to produce 10 people who like your product or service – then you have to go 'back to the drawing board' of designing your business and possibly determining a wider target market – but at least you're armed with all the data you need to begin again, or go in another direction.

Really – there's a market, and a target market, for everything.

If you don't think so, think about snuggies?

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