



How to Get inside Your Prospects Head...8 Questions You Need to Ask

“Understanding can overcome any situation, however mysterious or insurmountable it may appear to be.” -Norman Vincent Peale

Understanding your new prospect and turning him or her into a top client, means you have to get inside her head. To do this the whole conversation needs to be about her.

She does not care about you. She just wants to know how you can help her, what's in it for her.

So, what is the best way to go about this?

First, you need to put her at ease by being calm and friendly and not push the sale. Most people hate to be sold to, so you have to keep away from the sale to start with.

Building rapport is an important step in the process. Don't be in a hurry. So, if possible make an appointment where you have the time to discuss exactly what she wants and how you can be of service.

By and large, this is very powerful, and if done properly will gain her respect, and she will be happy to deal with you. She will become a long term client. Over time you will sell to her again and again.

The next step is asking questions about the prospect...

1. What is it you are looking for?
2. What pain or inconvenience is this causing you?
3. How do you see yourself solving this problem?
4. How soon do you want it fixed?
5. What is your budget?
6. What would you need to take action in solving this problem?
7. How can I be of assistance in you achieving a satisfactory result?
8. If I can show you a way, would this be of interest to you?

Helping your prospect in becoming a long term client

Now that you have her hooked you need to make it easy for her to purchase your product or service. You need to supply a simple process to carry the deal forward with as less stress as possible.

Also, you need to make a guarantee. The stronger the guarantee the better the hook. What I mean is, the best guarantee is a lifetime guarantee. Most companies will not use this as they think they will get returns forever but it actually works the other way.

When you give a lifetime return guarantee your buyer thinks they can return it sometime in the future, but very seldom do.

The thing is, time moves on and people forget.

A happy client is usually a long term client

Keeping in touch with your client is a must. People are very busy and they can forget about you. If you can send them an email once a month it will keep you in their thoughts. For really top clients you may wish to call them up on the phone occasionally.

To sum up, the best way to get inside your client's head is to put yourself in their shoes. You have asked them the 8 questions so you now know what they want. You then need to act on this information.

The truth is, if you are prepared to put in more effort at the start, you will convert far more prospects. Your list will grow rapidly with long term clients.