

Keeping up with the competition: Three tactics to stay in the race

Focus on your prospects to get an edge on competitors

When several companies deliver their bids to your prospect, it can become difficult to get that sale. You might feel like you're vying for elbow room in a mile run with twenty plus athletes. Everyone wants to be first at the finish line to claim the prize: a new sale. By practicing these prospect-oriented skills you can beat the competition and maximize your selling potential.

Question the prospect

Whether you make the sale or not, it's important to find out why a prospect chose your product or another's. This feedback is essential to your success. Think about it like this: At a track meet, all competitors want to know what the winner did to earn that first place spot on the podium. Why? Because they want to be standing atop the podium someday as well. With continued questioning you'll be able to determine what you're doing well and what you need to improve on.

Understand the prospect

Don't forget that it's not always about you. Sure you might want to land a sale, but you need to understand your prospects' goals and challenges in order to do so. If necessary, do research on your clients to find out more about them. They need to know that you know how to help them. Learn about your prospects' mission, style and culture. You can use databases and websites. You can also talk to insiders who have more knowledge about your clients.

Emphasize the solutions

Demonstrate how you can help your prospects take advantage of opportunities to achieve their goals. They need to know how you're going to help them get from the starting line to the finish line. Give your prospects a game plan that considers their goals and challenges. It should be specific, short and to the point with steps you're going to take to help them reach their potential while clearing the hurdles that stand in their way to success.