**GUIDELINES**

**COMMUNICATING WITH PROSPECTIVE CLIENTS**

Before you go into a meeting with a prospective client, make sure that you have answers to some of their questions, queries, objections and objections. The guidelines below can help you gain insight into business owners' minds.

**Business Owners & Executives**

* Seek challenges, initiate activity.
* Risk-takers, nothing ventured; nothing gained.
* Goal-oriented, results-driven.
* High ego.
* High energy.
* Want to win; dislike losing or failing.
* Work hard and long to be successful.
* Seek their own solutions to problems; Allows their independent nature to come through.
* Have creative and active minds; often visionary, long term.
* Challenge others who offer their opinions.

**Communication "Dos"**

* Provide questions, choices, alternatives for making their own decisions.
* Be specific, with detail so leaving nothing to chance.
* Provide some solutions for them to follow.
* Avoid interruptions, keep topic in mind
* Refer to the standard 5 or 7 questions: Who, What Why, When, Where and How, How Much?
* Be prepared with all the necessary requirements, support and objective material in a presentable format.

**Why They Might Say "No"**

* Don't perceive cost/benefit.
* Don't believe the hype.
* The perceived pain outweighs the expected benefit.
* Perceived lack of time.
* They think they already have the answers.
* They think that they have enough knowledge about their co-worker's.
* Consider this as just another "re-engineering" programme.
* Distrust the individual selling it; lack of relationship and credibility.
* Think of their CPA, CFO, etc., has in all in hand.
* Don't want to invest the "time"even if they have a satisfaction guarantee.
* Don't want to go back to "ground zero."
* Want to avoid embarrassment.

**What Might Make Them Say "Yes"**

* Affordable – both with time and money. Time may be more important than money.
* Easy - Easy to understand, easy to implement. Emphasis how easy it is rather than simple. The client knows there are no simple answers. Assure them it’s not too complex or unfocused.
* Belief - Believe that the individual’s company and product can deliver what they are promising.