



3 Winning Appointment Setting Tips from Top Salespeople

No matter how advanced the tools you employ and creative your ideas are but lack a fraction of these spontaneous and confident sales speakers in your business ensemble to promote and present your brand, and whom you rely the growth you aspire and the target ROI on, your business will never get anywhere.

But did you ever wonder what magic do these salespeople do, what words or language do they use to get a customer to buy your product or take advantage of your service by simply talking to them?

1. What they have in mind

They are flexible and broad-minded. Part of their mental conditioning is the possibility of getting both Yes and No answers from prospects. The thought of getting rejected or getting unsure answers like 'Maybe', 'Not for now' and 'Let's talk again some other time' does not get them hands up and surrender the battle, however find ways to leave the prospect interested to know some 'WIIFM' for himself that would eventually get him to proceed to the next step of the sales process.

2. What they feel

True-blooded salespeople are always excited to meet clients, enjoys talking to them and are confident. They would always get to the meeting venue ahead of the prospect to leave a positive initial impression on how eager they are to do business with them. Although their spirits are high at the start of the meeting, they are still able to show warmth and calmness by not getting straight on discussing the proposal, instead start with small talks by asking the client how his day is, maybe thank him for coming to the meeting, compliment on the venue of the meeting (if it was his choice) or offer him a drink.

3. What they do

Nothing. They simply listen...actively listen to the prospect, but filters the important details of his speech - what he wants, his business need, his purchase habits. Then, at a chance to ask questions, they pace their questioning, and eventually probing, with the prospect's communication style by not pushing him too hard to answer all the questions, instead make him voluntarily share information as well as his thoughts. When a client asks them questions, they give short, honest answers without impressing drama nor pretense, and never over-promise.

Successful top salespeople do not conjure \$\$\$ signs in their minds on prospects but aim to get them engaged and seize a deal.

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