

## 4 Steps to Build an Effective Communication

### Step 1 – Greeting

This is where you greet your prospect for the first time. As discussed, your greeting should be respectful and should include the prospect's name. The following is an example of a good way to start your greeting:



Example

*“Good Morning, Ms. Michaels.....”*

Good morning, good afternoon and good evening are excellent ways to greet your potential customers. Remember, be polite, respectful and smile, and remember, if your first contact is a person-to-person contact, extend a professional handshake.

### Step 2 – Introduction & Rapport

The next step is to introduce yourself and the company you represent and develop rapport. The following is an example of a professional introduction.



Example

*“My name is Richard Thomas, and I am with IBTA. We are a local company that works with companies like yours to improve employee productivity.”*

Although the prospect may not have heard about your company before, or have a clear idea of your product or service, the prospect interest level is now raised to find out more about your company and what you do.

Additionally, we use this step to implement the strategies we learned for building rapport and establishing trust. How long you spend in Step 2, building trust, will depend upon who the person is you are interacting with.

**Don't forget to do the following:**

- Use names
- Be sincere
- Be friendly
- Use a trust substitute if you have one
- Build upon anything in common
- Compliment and affirm

***Step 3 – The Purpose***

Now that you have successfully built rapport with your potential client and established trust, we are now ready to move on to the purpose of the meeting with our first contact.

In this step, you will:

- Provide a customer benefit that the meeting would provide. The customer should be immediately able to relate to this benefit.
- Provide an overview that describes the purpose for the meeting.

Your overview should cover the following three key points:

1. What is already in place concerning your solution? This allows you to identify the customer needs and to determine how the present solution is meeting his or her needs.
  2. What are the prospects' challenges with the existing solution? This allows you to identify how the present solution is not meeting their needs, and also allows you to determine how best to customize your solution to attract customers.
  3. What can your solution do to meet the challenge? This gives you an opportunity to make your presentation.
- **Permission Question:** The Permission Question simply refers to asking the prospect permission to proceed and provides a simple question to help the prospect begin the overview. The question should not be a closed-ended question or should not be phrased as a 'yes' or 'no' question. The Permission Question leads into the Qualification Stage.

“Susan, I really appreciate you talking with me and giving me a moment of your valuable time this morning. I would like to briefly give you a better idea of how our organization can help you save money with the placement of your newspaper ads and provide you with better consumer response.

- Firstly, it would be great to hear from you whether your current placement solution is working.
- Then we can identify any challenges you are presently facing.
- Lastly, let’s see how we can help you address those challenges and reduce your costs.



“May I ask you, when last you placed a newspaper ad?”

This statement provides a customer specific benefit that captures the prospect’s attention by the possibility of reducing costs and still getting a better consumer response.

Then, by making the three key statements, you set the stage for the prospect to see you as the solution to his or her problems, just like the doctor we discussed earlier.

#### **Step 4 – Permission Question**

The Permission Question politely requests permission to continue and also provides a simple question that the prospect can respond to. By answering the question, it is assumed that the prospect has given you permission to continue the selling process.

If the prospect answers affirmatively to the Permission Question, you have successfully completed the First Contact stage and can proceed to the Qualification stage.

If the prospect does not respond in a positive manner, you can ask an alternative Permission Question that may be more or less direct. The more successful you have been at building rapport, the more direct your Permission Question can be. If you are still building a healthy rapport you can ask a less direct permission statement such as:



“May I ask you a few questions to determine how we can help you reduce your marketing costs?”

Remember to always be sincere, friendly and professional throughout the selling process.