



This Repeatable Prospecting Technique Will Transform Your Sales

Sales is often a numbers game, with your number of closings corresponding as a percentage of your number of sales calls. But the value of those calls is important, too. Are you targeting the right market? Is your non-verbal communication working for you and not against you? There are many moving parts to each call and working on the individual parts is a worthy investment. But if you've only got a limited amount of time, and need an edge, try the Triple.

Make Contact

The Triple isn't a new idea, but if you aren't doing it, it's a great place to start. Maybe you've never heard of it, or maybe you used to do it when you were starting out and had a lot of time and few prospects. Let's put a new spin on the Triple and start the season out with some great leads.

The original Triple is a concept by Tony Hughes. It's a blitz that makes three points of contact with a client in under two minutes. His recommendation is to use a call, a video mail and an email. (He also talks about Quads and Quints that include InMail and email referrals.) He claims these practices will up your response rate drastically and there are a few sales bloggers who report using it with success, including Mark McInnes.



Berkley
INDUSTRIALCOMP

| a Berkley Company

Make It Your Own

How can you make the Triple work for you? Identify your strengths and go from there. Are you great with video mail or only so-so? Are you killer at email or do you have trouble getting to the point, burying the lead too deep in the text? Are you a social shark who can name-drop your way into a solid meeting or are you better at researching a lead and crafting a personalized point of contact? Play to your strengths, and make a sales plan you can repeat and even scale.

Make it Happen

When you're ready to try the Triple, give yourself the time and preparation to be successful. Be methodical and don't rush it. You might even make a spreadsheet to line up which prospects to contact in your chosen ways. Then work down your list, checking off each point of contact for each prospect.

The combination and timing are key, as testers of this technique can attest. Where an email by itself can be easily ignored, three points of contact in a short amount of time will put you on the prospect's radar. You won't be ignored, and the better you tailor your message to your recipient, the more your prospect will feel they already know you. This is key to getting them to hear you out -- and that's one step closer to the sale.

