

# **The Business Owner's Guide To Scheduling More Qualified Appointments When Their Prospects Are All Completely Freaking Out**

*12 Steps for Finding Sales Opportunities Today*



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Covid-19 has changed many things. It has changed how we work and it has changed where we work. Prospecting has changed and selling itself has changed.

You may have been used to getting in your car and going to see prospects and clients. Perhaps you went to a lot of in-person networking events, conferences or trade shows. That's not possible right now.

Maybe you are not sure how to proceed in building your pipeline in the current environment. Maybe you worry that it's not a good time to reach out to new prospects. Maybe you're thinking, "How do I sell now?"

But here's the good news: With all of the changes you are experiencing, change usually means new opportunities.

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## *12 Steps for Finding Sales Opportunities Today*

1. Do not stop prospecting. Yes, the situation has changed but that does not mean you should stop reaching out.
2. Take the long view. If you are reaching out to a new prospect, that first contact is your introduction. Your prospect may not be ready to buy from you today. That's okay because it gives you time to build the relationship. People buy from those they know, like and trust.
3. Check-in with existing clients to see how they are doing. Ask what challenges they are facing. Ask how you can support them.
4. Make phone calls. Make a lot of phone calls. You may not be able to get in your car to go see people, but you can call them. Call your existing clients to see how they are doing (See #3, above.) Call new prospects to introduce yourself. (See #2, above.)
5. Change your messaging. Your pre-Covid elevator speech may no longer resonate. Find the challenge your prospects are having now and talk about that. If you don't know, ask.

6. Ask your partners, clients and/or circle of influence who they know that you should be working with. Ask for an introduction.
7. Make your Wish List. This is the list of prospects that you would really like to work with. Think big. Brainstorm who you might know that can introduce you. Or, brainstorm how you can introduce yourself.
8. Look at all of your connections on LinkedIn. Are there prospects among them that you have lost touch with? Send those prospects a message to see how they are doing. Reconnect. They may need your help now.
9. Look at all of your connections on LinkedIn. See who your connections are connected with. When you find someone you would like to meet, ask your connection to introduce you.



### **Share Your Ideas**

What are your favorite prospecting ideas now? Let us know and we will share them in the Opening Doors and Closing Sales newsletter. Email your tips and ideas to: [kim@wendyweiss.com](mailto:kim@wendyweiss.com).

10. So many businesses are now working remotely. Can you expand your territory? If you are not getting in your car to go meet your prospects, they could be almost anywhere.
11. Find online networking events, your local Chamber of Commerce or industry conferences. Attend them.
12. Start your own virtual referral group. Invite people that you believe would be good referral sources and ask them to invite the people that they know.

### **We're Here to Help**

If you would like training, coaching or resources to help you navigate prospecting and selling during these uncertain times, please contact us at 866-220-4242 or [kim@wendyweiss.com](mailto:kim@wendyweiss.com).

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