

Handouts, Goodwill Key to Getting Neighborhood Leads

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We haven't given door knocking a good enough try. We're working in local neighborhoods all the time, but no one knows we're there other than our customer. I'm sure other people near-by might be interested in the work we're doing, but I don't want to be intrusive. What suggestions do you have for getting the word out that we're around and ready to help.

Top thoughts: Look successful in order to boost prospects' willingness to open the door. Make prospects aware of your company. Have a powerful message to share once the door is opened. Be sure your sales force is ready to engage.

There are many ways to make suspects aware you're in the neighborhood. Some can be handled by your field crews. Some require the skills of your sales force. Let's start with your field crews.

The people out in the field are the number one representation of your company - how do they come across? Would you want this company to park it's truck in your driveway? Would you want these people in your home or place of business?

Too many times I hear business owners say they can't let go of a top technician, no matter how many times that person disregards basic rules of human engagement, shows up late, leaves a mess in the truck or, even worse, the clients' workspace. Consider this. What you, as owner, tolerates, becomes the standard for the company.

Have maximum positive impact on your customers as well as suspects and prospects. Make sure everyone in your company is well turned out, approachable, willing and able to help. Make sure the impression they give leads to good will and an invitation to stay and engage in the neighborhood.

Give your field crews tools that help them to make a positive impact. Consider customer service training, uniforms, handouts that tell a story. Explain their role in building neighborhood good will, and in gathering prospects for future work.

Hand out fliers that notify the neighborhood your company will be in the area. Invite people to contact the office if they have questions. If appropriate, put out street signs with the company's name and phone number.

All of the marketing effort in the world, getting potential prospects to pay attention to your company and your offers, can go for naught without follow up. Someone has to

reach across the gap between marketing and sales. Assign sales people to canvass an area in which your company has just worked.

Check in the with the customer to ensure that all work was completed satisfactorily. Ask to use the customer's name as a reference. Then call on others in the neighborhood to tell your company's story and inquire about needs.

As doors are opened, your sales people have 30 seconds to make an impact, leading to an invitation to explore further opportunity or a "no thank you, not interested." Help your sales people craft a powerful story about your company and its' work. Make sure it's a compelling statement that fits your company - ask your customers to give you feedback on how they'd react if you knocked on their door.

Have the same standards for sales as you do for the field - clean, neat, polite, respectful. Find out if the prospect has time to talk, or not. Suggest a follow up if the prospect is busy. Offer a leave behind, and have a follow up routine.

If the prospect is willing to engage right then, be prepared to ask questions that help qualify the need and fit. Figure out how to quickly recognize a good prospect, and rule out ones that don't fit. Treat both with respect, no matter what.

Expect your sales people to report back on canvassing results. Get a door-by-door report. Record results in a follow up system, noting which doors are hot leads, which need follow up later.

Looking for a good book? Power Prospecting: Cold Calling Strategies For Modern Day Sales People - Build a B2B Pipeline. Teloprospecting, Lead Generation, Referrals, Executive Networking. Improve Selling Skills. By Patrick Henry Hansen.

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