

# 01

# Prospecting

## Warm up

Read the quote. How can you master prospecting? Discuss with a partner.

*Prospects equal options. Master prospecting and you will be the master of your sales destiny.*

Tibor Shanto, salesperson

## LEARNING OBJECTIVES

### Sales communication skills

Qualifying prospects; Following up prospects by email; Following up prospects by telephone

### Reading

Trade show information; A follow-up email

### Listening

Qualifying prospects at a trade fair; A follow-up telephone call

### Language

Lead-generation methods; Indirect questions; Phrases for following up

## Lead generation

### 1 Match the lead-generation methods (a–e) to the situations (1–5).

- |   |                 |                          |   |                 |                          |
|---|-----------------|--------------------------|---|-----------------|--------------------------|
| a | cold calling    | <input type="checkbox"/> | d | trade fairs     | <input type="checkbox"/> |
| b | email marketing | <input type="checkbox"/> | e | website queries | <input type="checkbox"/> |
| c | referrals       | <input type="checkbox"/> |   |                 |                          |

- 1 Can you answer that enquiry that came through online this morning?
- 2 I'm working on the company stand in Berlin next week!
- 3 I can send out details of our new product to 10,000 people with the click of a button!
- 4 Some man called me this morning trying to sell me new windows!
- 5 My friend Kate's company is interested in your products too. Do you want her contact details?

### 2 Discuss the questions with a partner.

- a Which lead-generation methods in 1 does your company use?
- b Do you use any other lead-generation techniques?
- c How successful are your lead-generation efforts?

### 3 Read the information about GlobeCom and the 22nd International Telecommunications Show. Then discuss the questions with a partner.

- a Why do you think GlobeCom has decided to exhibit at this trade fair?
- b Do you think the leads from this event will be high quality?
- c How do you choose which events to attend in your company?



## 22<sup>ND</sup> INTERNATIONAL TELECOMMUNICATIONS SHOW

KRAKOW, POLAND  
13TH–17TH JUNE

Over 300 exhibitors from the mobile device and telecommunications industry.  
Everything you need to create and run a complete IT network in your company.  
Join us to find out about the latest tablets, mobile phones and business apps.

22<sup>ND</sup>  
INTERNATIONAL  
TELECOMMUNICATIONS  
SHOW

## GlobeCom

GlobeCom is based in Nottingham, UK.  
They provide all telecommunications systems for companies, including tablets, phones and company-specific apps.

STAND  
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### Grammar tip

#### Indirect questions

\*Indirect questions start with phrases like these:

*Can I ask / Could you tell me / Do you mind if I ask ...?*

\*The word order of the clause in indirect questions is as in statements.

**What size is the building?**

→ *Can you tell me **what size** the building **is**?*

\*We use indirect questions to ask difficult questions and/or to sound more polite.

## Qualifying customers

### 1 Discuss the questions with a partner.

- How do you qualify prospects?
- What separates hot prospects from timewasters?

### 2 01 Listen to three sales conversations (1–3) at a trade fair and choose the best summary (a–c) for each conversation.

- The customer can't make a decision about a purchase yet, but the salesperson manages to develop a possible opportunity.
- The salesperson identifies the customer's needs and buying intention quickly and develops a good opportunity for a sale.
- The customer has no intention of buying.

### 3 01 Listen again and discuss how effective you think each salesperson was. What would you do differently?

### 4 Use the prompts to write complete sentences.

- plan / update technology? *Are you planning to update your technology?*
- ask / how many / handsets you're changing? \_\_\_\_\_
- arrange / a time to talk more about it? \_\_\_\_\_
- allocate / a budget yet? \_\_\_\_\_
- ask if / you're the only decision maker? \_\_\_\_\_
- tell me / you're beginning the project? \_\_\_\_\_
- Why / visit your office? \_\_\_\_\_
- contact you / next week. \_\_\_\_\_

### 5 01 Listen again and check your answers.

### 6 Match the sentences in 4 to the reasons you use them (1–3).

- to find out general information  a
- to find out specific information
- to plan next steps

### 7 Combine the verbs in box A with the nouns in box B. There are two verbs for each noun.

**A** allocate arrange contact get in touch with  
organize run set work on

**B** a budget a client a project a meeting

## Over to you

- Talk to a partner. Describe a recent conversation you had with a prospect. Tell your partner:
  - what the prospect's needs were
  - how you identified those needs.
- Roleplay the scenarios at the back of the book.

**Student A:** Turn to page 46.

**Student B:** Turn to page 49.



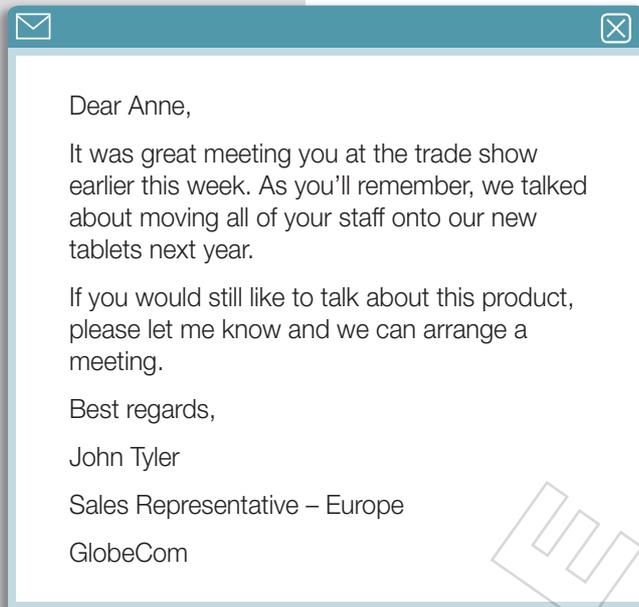
## Following up

What should you do after you meet a new prospect? Use the bullet points to help you organize your ideas.

- *Research prospect's company.*
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## The follow-up email

**1** Read the email and the tips for an effective follow-up email. Does the email follow the tips?



**2** Put the sentences of the email in the correct order.

Dear Anne,

- I was excited by your plans to update your staff's tablets. We can offer you the highest-quality units at the best price.
- Can we arrange a meeting next week to discuss how we can help you with your update?
- I can supply testimonials of many customers who have found our services effective and economical.
- It was great meeting you at the International Telecommunications Show in Krakow.

Best regards,

John Tyler

Sales Representative - Europe

GlobeCom

**3** Compare the emails in 1 and 2. Which email do you prefer and why?

**4** Choose a current prospect and write a follow-up email. Use the example in 2 to help you.

## The follow-up call

1  **02 Listen to a follow-up call and discuss the questions with a partner.**

- a How well does Julia manage the call?
- b Do you like Julia's technique?
- c Is there anything you would do differently?

2  **02 Listen again and complete the sentences.**

- a Listen, I've been \_\_\_\_\_ about your technology bill and I'm certain GlobeCom can really \_\_\_\_\_ you cut costs.
- b Well, you \_\_\_\_\_ you were \_\_\_\_\_ about the cost of replacing ...
- c Well, \_\_\_\_\_, we're developing a recycling system for ...
- d You \_\_\_\_\_ that's something you're interested in, \_\_\_\_\_?
- e So, \_\_\_\_\_ come in and present the full system to you.
- f Do you think \_\_\_\_\_ organize a presentation for you and the other key decision makers?
- g Could I \_\_\_\_\_ you next Tuesday?
- h So I'll \_\_\_\_\_ you an email now \_\_\_\_\_ the presentation and giving you some more details.

3 **Complete the sentences with the words in the box.**

come up with    drop in    get in touch    look into  
raised    reduce    set up    visit

- 1 I'd love to \_\_\_\_\_ you and present the idea.
- 2 Our technology can help you \_\_\_\_\_ costs on your project.
- 3 You \_\_\_\_\_ concerns with cost at our last meeting.
- 4 So, as you know, we've \_\_\_\_\_ new technology.
- 5 Do you think we could \_\_\_\_\_ a presentation next week?
- 6 You said that's something you'd like to \_\_\_\_\_, right?
- 7 I'll \_\_\_\_\_ by email and confirm the presentation.
- 8 Could I \_\_\_\_\_ next Tuesday?

4 **Match the sentences in 3 to the sentences with a similar meaning in 2.**

### Over to you

1 Talk to a partner and do the following:

- Describe one of your company's products or services.
- Explain a typical prospect for this product/service and where/how you would meet them.
- Take turns to arrange a follow-up call with a prospect.

2 Roleplay the scenarios at the back of the book.

**Student A:** Turn to page 46.

**Student B:** Turn to page 49.