

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.

- Which lead-generation methods in 1 does your company use?
- Do you use any other lead-generation techniques?
- 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.

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



22ND 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.

22ND
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
18



Qualifying customers

- 1 Discuss the questions with a partner.
 - a How do you qualify prospects?
 - b 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.
 - a The customer can't make a decision about a purchase yet, but the salesperson manages to develop a possible opportunity.
 - b The salesperson identifies the customer's needs and buying intention quickly and develops a good opportunity for a sale.
 - c 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?

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.

- 4 Use the prompts to write complete sentences.
 - a plan / update technology? *Are you planning to update your technology?*
 - b ask / how many / handsets you're changing? _____
 - c arrange / a time to talk more about it? _____
 - d allocate / a budget yet? _____
 - e ask if / you're the only decision maker? _____
 - f tell me / you're beginning the project? _____
 - g Why / visit your office? _____
 - h 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).

- 1 to find out general information a
- 2 to find out specific information
- 3 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

- 1 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.
- 2 Roleplay the scenarios at the back of the book.

Student A: Turn to page 46.

Student B: Turn to page 49.



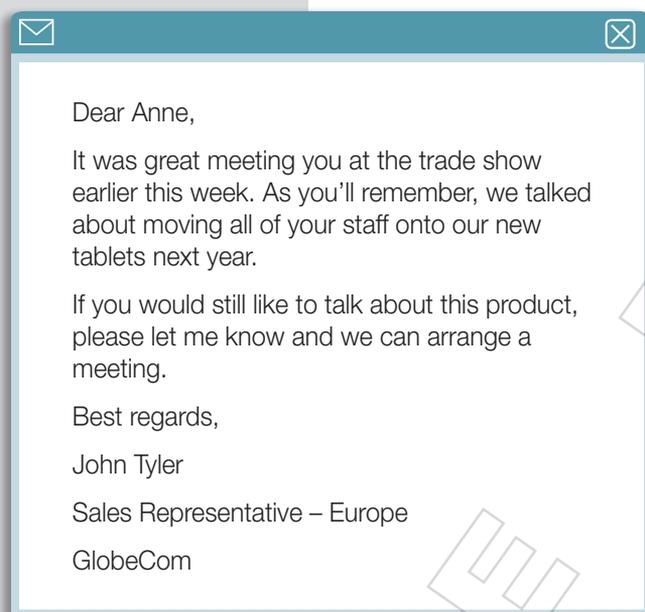
Following up

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.