



Corsini's Point of the Week™

MARCH 8, 2010

Connect with the 'Invisible' Customer Part 3 of 3

We've been talking about **the #1 problem salespeople face in today's challenging sales environment: not being able to meet with people face-to-face**. This makes buyers invisible, and you can't sell to someone you can't see. Go to www.corsini.com to access our archived Points and see why this is a dilemma. You'll see, also, that we offered a few tips last week to help make the invisible visible again. We challenged you to put yourself in your buyers' shoes, and then do this:

- **Make a connection with the buyer, aligning yourself with someone you both know. (This is how to properly work a referral.)**
- **Give them a reason to meet with you: Tell them something they don't know.**
- **Know their business, and be prepared to tell them something they absolutely need to know.**

This week, let's talk about ways to get on people's radar screen in the first place—so when you *do* call to schedule an appointment, they won't go "radio silent."

We realize in today's over-stimulated business world, **it's hard to get noticed. One of the best strategies to get noticed is also one of the oldest, most-proven methods. Use some type of "touch" or drip-marketing program to specifically target a group of people you want to form a relationship with and who would benefit from your expertise.** A drip program is a series of "touches" over a period of time (i.e. emails, personal notes, tweet replies, LinkedIn comments, "saw you in the media" notes, newsletters, birthday notes, holiday cards, article sharing, Webinar invitations, seminars, whatever).

Now we gotta tell you, this isn't a quick and easy thing to do. However, social media tools do make people more accessible and often streamline the communication process. (For more on that, **you should consider attending our upcoming "Hands-On Introduction to Social Media" conference on April 28.**) Still, you should know, it takes time—lots of time—to get noticed enough to be the go-to person in your industry.

It takes energy and discipline, but if done consistently (and with an absolutely authentic approach that respects other people's time), you'll make the invisible buyer visible again. And you'll be more visible to them, too!

CORSINI'S POINT

Buyers will continue to be invisible if you don't change your strategy. Simply cold-calling strangers doesn't give you any additional access to key decision makers these days. But we're not talking about reinventing any wheels. Get noticed—and make the

Quote of the Week

"A wise man will make more opportunities than he finds."
— Francis Bacon

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invisible buyer visible again—by implementing some type of “touch” program. Focus on the right group of people—those who need your services and would benefit from your EXPERTise. (Remember to position yourself as the expert.) There are lots of ways to communicate with buyers. Over time, if done correctly, you’ll get noticed and even become top-of-mind for whatever you do. If you do this correctly, you’ll hear them say, “I’ve heard a lot about you,” when you call to schedule an appointment. When that happens, you know you’ve really made the invisible visible again. And people will see you (in more ways than one).

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