



He's Just Not That Into You!

4 Ways to Connect Quicker with Prospects

By Maribeth Kuzmeski

Red Zone Marketing
1862 E Belvidere Road, Ste 392
Grayslake, IL 60030
847-367-4066
info@RedZoneMarketing.com
RedZoneMarketing.com

Have you ever tried to attract someone and feel you're falling short of making your case?

If you try to *sell* someone something, a typical reaction you may receive is that person becomes immediately *not that into you*. As sales expert Jeffrey Gitomer says, "People Don't Like to Be Sold, But They Love To BUY!™"

In businesses where the seller and the buyer's relationship matters, instead of focusing on the product, it seems to be smarter to incorporate more of the relationship and connecting.

Here are 4 ways I've observed from some of the nation's top financial advisors that have been proven to take you from repelling prospects to attracting them to want to buy.

1. Research diligently.

Conduct diligent research before each meeting with a prospect, potential strategic alliance, or networking contact. Research even if you don't know when you'll meet them. The more you know the better the conversation will go.

Today, no matter who your prospect is, it is easy to collect information online. If the person has put information online it is there for you to find.

It is not violating any personal space when you research about people on LinkedIn – it is smart.

2. Ask big questions.

Building on #1, if you have researched you will be prepared to ask good, insightful questions that will engage the prospect.

The key with engagement is interaction and that happens most succinctly when THEY are talking, not you. Most (and I really mean most) people are focused on themselves and are more than ready to talk about themselves and their products.

The reaction can be surprising when you ask big questions like:

- “I know your business has received a lot of awards – what was the most meaningful one to you?”
- “What’s your biggest challenge?”
- “What is the one thing you wished your current advisor would do?”

The key is to ask a question that requires an answer, not an open ended one.

3. Listen curiously.

Listen curiously for more than 50% of every conversation. If the interaction is focused on asking big questions and listening, you will immediately stand out. If you can get the prospect talking you actually become unique –someone who is uniquely interested in them.

The average attention span is 9 seconds today. Listening to another person intently is rarely done and may show more about who you are than if you had talked about yourself or your company.

4. Build a better story.

The biggest mistake made in marketing yourself and your products is to not clearly message who you are and what you offer. When you are asked what your firm has to offer, how do you answer? Do you have the most compelling answer? Sometimes there is a need to have a refined story to assist in gaining the most attention in the distraction-filled world. Take a few minutes and write out how best to describe your firm. It will be time very well spent.

The good news is you can transform someone from not being interested to wanting what you have. I believe you can get others to pay attention to you through the way you pay attention to them.

About the Author:

Maribeth Kuzmeski is the President of Red Zone Marketing, a consulting firm specializing in strategies for achieving measurable new business growth for financial services firms. Maribeth is the author of 7 books including *The Connectors* and *...And The Clients Went Wild*, and has appeared in numerous media outlets including USA Today, The New York Times, Fox News, Forbes, The Wall Street Journal and others discussing innovative marketing strategies.
