

Club Forte-Nine, Singapore

Preparing for Prospecting in the New Year

Overview

We have great pleasure in sending you a list of prospecting ideas, given that some of you have requested an 'ultimate list' so you can check whether you've been using all of these goodies.

We will remind you of a few of these 35 ideas each month over the coming months – top line – and ask you to consider the following:

- Give yourself a score out of 35 which indicates how many of these ideas you've tried.
- To really do an idea any justice and to take the 'trying' out of the formula, you should have ideally taken action on the idea at least three times.

What to do next

- Check out this list and tick all the ideas you've done
- Put a star next to those you have yet to try
- Put a question mark for those ideas you are not sure of in terms of how they work
- Score yourself currently
- If you have taken action on at least 17 of these ideas, we would expect you to be doing extremely well. Any score higher than 17 will be rocketing you to 'Top of the Table' status and anything less than 17... I think you can guess what goes here!

So here is the list....

Prospecting Ideas

1. On the back of
2. Minority group appeal
3. Lead with what people want
4. Swap oldies and coldies
5. Offer a package
6. Socialise each week
7. Leave a returnable
8. Link up business to business
9. NPR calls
10. Lunch Club
11. Nurturing burning ambition
12. The cheese & wine office party
13. Tantalise & run
14. I see trustees
15. I make it a practice
16. Mailing lists: purchase
17. Quality Trips
18. Business Blind Dates
19. Unusual advertising
20. Unusual mailshots
21. Humour
22. Leave a prepaid envelope
23. The Watch Technique
24. Exchange client lists
25. The gift voucher
26. "Where did you say you worked"
27. The line that warms a stranger's ego
28. I want your help: group of six
29. The professional speaker
30. Corporate counsellor
31. Monthly client contact
32. Mental focus
33. Dry run
34. Programming for referrals
35. Seminars

1. On the back of

Find individuals, professionals or organisations who have their own clients that you can work on the back of. For example, a social club where you know the Secretary who will introduce you to members or an accountant who has a portfolio of clients who will equally introduce you to them etc.

2. Minority group appeal

When you specialise in a very small area, and particularly choose a minority group, you tend to get a very high level of success. This is a fact. Recently we coached an individual who decided to specialise in chief police officers for forces around the UK. Given that there are only 25 of these individuals, once the adviser had broken into the market his name spread like wildfire and he now is looking after most of these officers. By the way, he is looking for his next minority group!

3. Lead with what people want

We've explained this to you many times. When you meet a prospect or client, talk about what they want not what you want to sell them. Most people do not want insurance, they do not want a pension or to save money. This might be a rather harsh comment but in reality it's true. Most individuals want to spend their money on pleasure. If you can help them acquire money now and in the future for pleasure, they will certainly be more interested and are more likely to take your advice. Once you have their attention, you will be able to help them with all the things like looking after their family and building a nest egg for their retirement etc.

4. Swap oldies and coldies

Have you thought of swapping your old cold leads that you are reluctant to call for someone else's? The amazing thing about this is someone else's old cold leads become your hot leads and vice versa! You will also kick yourself when you discover that the lead you swapped with someone else made them a fortune. The chances are you will not use this idea for long because it will make you ring all the leads cold or otherwise that are hanging around and going colder by the day.

5. Offer a package

If you are not offering a package you are behaving like many other financial advisers in Singapore – simply out there to make a fast buck. So ensure you offer a package; offer added value to your services and you are more likely to get recommended and taken

seriously. For example, have you worked out for your clients how much money they require to the dollar and cent for all their regular bills? Most people have no idea what this figure is. Why don't you work it out for them!

6. Socialise each week

If you ensure you socialise with someone – anyone – every week if it's only even a drink after work, you are opening the door to new opportunities undoubtedly. During conversations people's names will come up, and if they don't I'm sure you will make them talk about people they know! This is such an obvious idea that few people make a process as part of their prospecting system.

Wishing you continued success,

Glen and Sandro