

Club Forte-Nine, Singapore

Moving Forward into the New Year...

Overview

I wonder how many of you have actually taken action on the first 6 prospecting ideas?

Let's look at some more, starting at No. 7...

7. Leave a returnable...

As this title indicates, leaving a returnable is all about making a delivery to an individual and then coming back for whatever it is you wanted them to do/see/listen to/think about.

The most obvious type of returnable would be a CD or DVD. You'd leave it with someone you know well or even have a 'nodding acquaintance' with. And the instructions are specifically to listen/look at the material and then you would come back to collect it.

When Glen was in full-time financial services he remembers doing this with a video tape using a movie called "The Widow's Story". This professional movie showed the importance of life assurance in real-life situations and inevitably threw up lots of questions from the individual or couple he'd lent it to. Almost certainly on every occasion a sale would occur as a result of this prospecting idea.

8. Link up business to business

Interesting isn't it that when you think about helping other businesses with no thought for yourself, a little voice in your head might say "Why would you want to do that?" Over the years linking up one business with another has always ultimately brought in something to our benefit, albeit that nothing happened in the initial stages. Make a habit of linking businesses to businesses and then it becomes infinitely easier to go back to these same businesses when you need some introductions yourself.

9. NPR calls

NPR stands for 'no particular reason call'. This is a great thing to do in between calls you are making in order to fill your diary with yellow

boxes. Every second call you make a NPR call to someone you know very well. Have a conversation with them and tell them how well you are doing with your business in financial services. Every so often a NPR call becomes alive! The person you call starts to get very interested in what you're doing and begins to talk about financial services, either for themselves or someone they know rather well. Business follows...

10. Lunch Club

Holding a lunch club once a month is a relatively small expense for a potentially large benefit. People who come to your lunch club know quite well that the purpose is for you to discuss with them anyone they may know who could be introduced by them for your business. It also gives you an opportunity in a relaxed environment to catch up with the individual who I would suggest is also a friend.

The individual is always welcome to bring someone else they know to the lunch club in order that you might find out if there is any opportunity for introductions from that person also.

A simple idea, that works.

11. Nurturing burning ambition

This is a rather unusual prospecting idea and is not for the faint-hearted. It's about having a conversation with people you know about things that they want to achieve. If you show great interest and seriously discover in detail what they want, inevitably the sticking point is lack of money or time. You may or may not wish to broach the subject immediately – though ultimately it would probably be in their interest to sit down with you and map out their finances now for the future. People buy on a high... and say no on a low.

12. The Cheese and wine office party

This is no ordinary cheese and wine party. It's important to have some unusual guests there otherwise your clients will rarely accept the invitation. By the way the invitation is for your clients and people that you don't know for them to bring with them.

In the late 80s Glen held a cheese and wine party where he invited the Prime Minister (yes, the Prime Minister). During this time Margaret Thatcher was Prime Minister and Glen hired her double from an actors' agency. She was a remarkable clone... and people ended up having

their picture taken with her etc. Also this attracted the press and despite the fact that people realised it wasn't the real Prime Minister, it was an occasion that they all enjoyed attending.

Use your imagination to organise a cheese and wine party with either lookalikes or the real article. There are a number of famous people you might wish to pursue and indeed on occasions need to pay a fee for their attendance – however it's always an opportunity to bring in your existing clients and people they know, and invariably the financial benefit to your business is considerable.

At the cheese and wine party make sure you circulate and make statements to new faces like "Hello, good to meet you and I'll try and contact you after today". (Interesting use of the word 'try' – they assume you're not going to call them, and of course you do!)

It's probably quite interesting to receive this mailing every month and if you're not taking action, you're not taking your success seriously. Here's hoping you use some more of these ideas and start planning your January diary.

Wishing you well,

Every success

Sandro and Glen