

Sales Prospecting Tip: Lead with Results

Video Script



Find out why you should focus first on your results when meeting with prospective clients in our Lead with Results video . [Go to Clarity's Video Sales Tips](#)

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

Clarity Advantage Corporation
28B Junction Square Drive
P.O. Box 1429
Concord, MA 01742-1429
978-369-4755
www.clarityadvantage.com

© 2014 Clarity Advantage Corporation. All rights reserved.
Proprietary and confidential.

Hi, Nick Miller, Clarity Advantage, welcome back, this time to talk about focusing first on our results when we speak to our clients and prospects.

I went to a board meeting, a foundation to which I had given some money. The eight foundation board members sat around an expansive, U-shaped table behind plastic wood grain name plates that you could probably read if you were in the first five audience rows.

The board was meeting to review three groups to which the foundation had given money; what have you done with the funding this year and what are you planning to do with the funding you have requested for next year?

And what wonderful things the groups have done this year. Leadership team retreat on core values and mission... A training program about program design... Coffees with community members... Reviewed the consultant's organizational climate report... Prioritized objectives... Addressed concerns about communications with our constituent groups... Established a social media strategy... Started a monthly newsletter... Provided job-embedded staff development... Modified delivery methods based on assessment data to improve the efficacy of (something I couldn't hear, sorry, bad ears, back of the room).

I left after two hours. The third presentation was still joyfully rolling but my internal voice was shouting,

“So what? What difference did this make to anybody?”

I'm delighted you retreated, evaluated, prioritized, and modified. So what?

We face this “so what?” challenge when we meet prospective clients.

“What do you do?” they ask. And we tell them, for example (and I am not making this up): “We use proven industry methodologies and expert knowledge to help our customers plan and develop strategies across key business areas and manage program delivery including applications for marketing, sales, and customer service...”

So what? Never mind that, if they type that language into search engines, they get more than 3 million hits. It's not exactly differentiating or powerful!

Best if we first tell our prospects something about the results we produce, for example,

“we reduce our clients' costs anywhere from a few hundred to a few thousand dollars a month,” before we tell them about our proven methodologies, industry-leading products, and expert knowledge. So what?!