

# Gauging Interest

## Coaching Questions

### “What are some reasons why a customer hasn’t been interested in the past?”

#### Topic Introduction

A definition of crazy is ‘doing things the same way, but anticipating different results’. Learning from your past clients will help you read the future ones.

#### Discussion Questions

- Was the offering out of their budget?
- Were they looking for something more customized?
- Do they believe that they have a problem?
- Are they confused by your offering?
- Did they already have in their mind what the solution was?
- Did they have more pressing concerns or higher priorities for their time and money?
- Do they believe that implementation is possible?
- Could this be that they aren’t qualified prospects?

#### Key Learning

You always need to be paying attention to a prospect’s body language, to be able to read when topics either interest or disinterest them.

### “Are there ways that we could avoid this in the future?”

#### Topic Introduction

When you start to see negative body language, you need to be able to tweak your message on the fly.

#### Discussion Questions

- Could you have custom solutions?
- Would a payment plan or performance based compensation or a low price option work?
- Is the reason why you are different than your competition important to the prospect?
- Do you have backup to show the implications of their challenge?
- Is there a way to make the solution easier to understand?
- Is there a way to make the solution easier to implement?

#### Key Learning

Proactively talking about risk and concerns helps you build trust. Proactively tweaking your solution to your prospect’s needs builds rapport.

### “How do you keep them interested?”

#### Topic Introduction

Gaining interest is important. But sales have a higher likelihood of falling out of the sales funnel if priority and interest isn’t maintained.

#### Discussion Questions

- How do you prove or justify any claims?
- Are you a one trick pony?
- Are there successes or new items that you can communicate?
- Can you build a relationship of reciprocity?
- Is there a point I time that you need to stop selling to a prospect?

#### Key Learning

Continuing to show success will spark interest and build credibility.

## Examples

### **Real Life Example: What are some reasons why a customer hasn't been interested in the past?**

A custom developer was creating a scheduling and CRM smart phone app. When pitching the platform to customers, they gauged interest levels to help them select niche markets. Here is a list of sample target markets and their interest levels.

**Product-based:** Low interest as they typically had service providers that performed the installation and required the scheduling functionality.

**Tradesmen:** Low interest as they are considered laggards in the adoption cycle. Although this may be a future target market, it was not currently lucrative.

**Other home services:** Medium interest as they are early majority in terms of adoption rates and they had a large number of employees to coordinate. Most of them would have to buy infrastructure for the platform, but this was a possibility in the near future.

**IT service companies:** High interest as these fit their brand, they are early adopters, and they already owned the necessary infrastructure for the platform.

### **Real Life Example: Are there ways that we could avoid this in the future?**

A hosting company had over 30 different packages that they offered online to customers. Although there were a lot of customers finding the website, the click-through rate was low. The language used for the different packages was highly technical and the difference between some of the packages was trivial. Many customers were not technical and were purchasing the incorrect package for their needs.

Interest levels were easily determined by the number of click-throughs and the number of each type of package bought.

To help increase interest levels (click-throughs) and customer satisfaction levels (self-selecting the correct package), three initiatives were implemented;

1. The number of packages was reduced from 30 to 9. This made it easier for customers to view the information.
2. The language was simplified with the names of the packages to become layman friendly. Within the description of each package there was technical information.
3. Reports were created to highlight when customers' accounts were on a less efficient program for them. Customers were proactively called and were upgraded or downgraded accordingly.

Overall the messaging was simplified and interest levels increased dramatically, tripling the revenue for the company.

### **Real Life Example: How do you keep them interested?**

Constant Contact is one of the leaders in email marketing. They continue to upgrade their templates, functionality, and reporting capabilities around the product. As an email marketing company, they have studied best practices on following up with their customers. Typically they send out an email to their customers every 3 weeks.

To keep their prospects interested, they ensure that any follow up will continue to generate interest. For example;

1. A prospect signs up for a free 30 day trial of Constant Contact
2. An email gets sent to them immediately welcoming them
3. Within 24 to 48 hours, a Constant Contact representative calls you to ask if they can help with anything
4. A week later, tips and tricks are sent to you by Constant Contact
5. A week later, another email about the other functionality that Constant Contact has such as social media integration or their event suite
6. Another week and a half, an invitation to a Constant Contact webinar is sent to you. This will be entitled something like 'make money from your email campaign' or 'how to get more results from your marketing campaign'
7. A week later you are reminded that your free trial is almost up

These communication touchpoints are all different messages. They all focus on a pain point for the target market.