

OBJECTIONS & ROLE-PLAY

# Two Best Ways to Prospect for New Customers

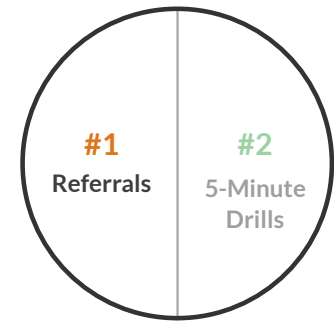
## SCRIPT

## Two Ways to Interview Prospects

### #1 Referrals

A referral comes from a satisfied customer. Referrals close the sale twice as fast as non-referrals. Every person who buys your products knows someone else who could buy your products.

**Referral Script:** This script is designed to be used to get referrals from current customers.



#### Scenario:

- You call on Bill—one of your good customers who you want to get three referrals from. You've been talking about his crop, the great job he does on his farm, how much you appreciate his business, and how much you enjoy working with him. He returns the compliment and says he enjoys the relationship also. The goal is to reinforce the relationship every time you are together and, like any relationship, it continues to get stronger the more time you spend nurturing it.
- You and Bill are in his office, on his farm, enjoying a cup of coffee together.
- Your goal is to get Bill to say **YES** at least 3 times before you get down to business. If you get at least **3 Yeses**, he will do what you ask him to do.

**You:** Bill, I know it has been a rather challenging year for you to this point, but despite last year, we need to look forward to next year, don't we. (*Buy-In Statement*)

**Bill:** Yes, I guess we do. No sense worrying about the past. There's only so much a person can do. What do you think this market is going to do?

**You:** That's a great question. I don't know. Are you keeping your production levels the same as last year? (same acres by crop, same herd size, etc.)

**Bill:** Yes, I'm planning on it.

**You:** I'll bet you plan to stay focused on your 5-year yield goal too, don't you!

**Bill:** Yes, I do. I'm going to be the first guy in the county to break production barriers. (300 bu/a corn, 150 bu/a soybeans, 100 bu/a canola, rate of gain, etc.)

**You:** That's awesome man. And as you work toward that goal, you know what that means, don't you Bill. (*Buy-In Statement*)

**Bill:** What does it mean?

**You:** It means input costs and market prices won't have control over you anymore. Optimum production greatly reduces that pressure. Plus, you can spend a lot more time hunting, can't you!

**Bill:** That's the plan.

**You:** It sure helps the attitude, too, and lets you enjoy farming a lot more, doesn't it! (*Keep him following, get a "yes"*)

**Bill:** Yes, it sure helps.

**You:** That is one thing I appreciate most about you, Bill, your great attitude and the way you're always looking ahead to the future.

**Bill:** You've helped me a lot in that area. You're always positive, in fact, I don't think I've ever seen you having a bad day.

**You:** Thanks, we make a great team.

*You have solidified the relationship. You have gotten at least 3 Yeses. Time to talk business.*

**You:** The main reason I stopped by today, Bill, is to ask for your help. One of the primary differences between our company and most other companies is how we grow our business. Many companies spend more time trying to get new customers than they do taking care of their current, loyal customers like you, don't they!

**Bill:** That's for sure.

**You:** Bill, we're totally different. In our company we spend the bulk of our time with current customers like you. But, when we're ready to prospect for new customers, one of the first things we do is ask our current customers to personally introduce us to people they would recommend we work with. I'm really interested in people like you, Bill, who are easy to get along with, share similar goals, and would help us grow our business.

I plan to visit some new prospects and, with your permission, tell them a little bit about how I work with people like you. I want to stop to see them to begin the relationship process. But I need your help in finding the right people and your permission to mention your name. Would you help me find two or three guys who you know and trust that I could stop and see? I'd want them to be of your caliber to join our Team.

**Bill:** Sure, I know at least two guys right now you can go see. Bob Williamson and Jerry Jones would be great to have in our group.

**You:** Tell me more Bill.

**Bill:** I've known both Bob and Jerry for 15 years. Jerry and his wife, Marla, and our kids go to the same church and we go camping together. Jerry and I were on the county board together. They're really nice guys and great farmers.

**You:** I'd like to meet them and have them as customers. If they're even close to your caliber, Bill, they will be a great addition to our Team! Would you introduce them to me on Friday of this week or Monday of next week?

**Bill:** Yeah, I guess I could do that next week. I haven't seen them for awhile myself.

**You:** Will you call and setup an appointment for us?

**Bill:** Sure, I can do that. You need to do the selling though. I'll just introduce you.

**You:** Great, I really appreciate that. No problem. Thanks again Bill. I better get going. I'll see you Monday morning. Let's meet for breakfast at 7:00 at the truck stop and we can discuss the plan. Why don't you make the first appointment for 8:30 and the second one for 10:00. Then let's plan on you and me and our wives going out for a steak at your favorite place on Saturday night.

**Bill:** Sounds like a plan. See you Monday at 7:00.

## #2 5-Minute Drill

You dropped in to conduct a 5-Minute Drill on a prospective buyer.  
You don't know his name.



**You:** Good morning, my name is Rod, Rod Osthus. I'm a High Yield Specialist for the RC Thomas Company. You are? (*John Smith*) It's nice to meet you, John. I specialize in helping farmers increase their corn yields 25-30% within 3 years. Would you like to increase your yields at these market prices?

**Grower:** Yes, I would. Who did you say you are?

**You:** My name is Rod, Rod Osthus, I'm a High Yield Specialist with the RC Thomas Company. I didn't have an appointment. I wanted to stop in, introduce myself, and leave this article with you. Do you happen to read Bloomberg Business Week?

**Grower:** No, I don't.

**You:** This issue has an article about the new RNA technology they've discovered that may someday replace the need for GMO technology. I understand you're one of the best farmers in the county, do you use those technologies?

**Grower:** Yes, I do.

**You:** I'll give you this magazine, I think you'll enjoy the article. Things like this will continue to change how you farm.

**Grower:** Thanks, that's very interesting.

**You:** You have a nice place here.

**Grower:** Thanks.

**You:** Is this your home farm?

**Grower:** Yes, I grew up here and took it over from my dad about 10 years ago after he passed away.

**You:** It's beautiful, you get a lot of compliments on it, don't you!

**Grower:** Yes, I do, actually.

**You:** I'm going to be back in the area next Tuesday and Wednesday morning. Would it be possible to setup an appointment to meet with you so I can tell you about some of the things I do to help corn producers significantly increase their yields?

**Grower:** Yeah, I guess I could do that.

**You:** Would Tuesday morning at 8:00 or Wednesday morning at 8:00 work best for you?

**Grower:** Let's meet Tuesday at 8:00.

**You:** That'll be great. I'm going to give you this appointment card and put it in my schedule also. I won't be calling to remind you, you're a businessman and you don't need reminding. Do you have anyone else involved in your operation?

**Grower:** Yes, my son.

**You:** What's his name?

**Grower:** Tom.

**You:** Would your son be able to join us at the appointment?

**Grower:** Yeah, I'll make sure he's around.

**You:** Please give this extra appointment card to your son so he can put it on his calendar, too.

**Grower:** Okay, thank you.

**You:** I'll make a special trip out here on Tuesday and I look forward to seeing you again. Thank you for your time this morning and have a great day. It was nice meeting you.

**Grower:** Thanks. Nice meeting you.





**Address**

P.O. Box 206  
Olivia, MN 56277  
U.S.A.

**Telephone**

(320) 523-5249

**E-mail**

seedseller@rcthomas.com