The 4 C's of First Appointments

The first appointment is the most important meeting of the sale because if this meeting goes well, you will have a prospect, you'll have something new in your pipeline and you're going to make more money.

If the meeting doesn't go so well then you don't have a prospect, it's not in your pipeline and you've got to do more prospecting.

There is a lot riding on the first meeting, and if we want it to consistently go well, we should do these **four things**:

1. Connect

a. Research the person and company you'll be meeting with

b. Find a shared common interest or acquaintance to get the conversation going

2. Gain Credibility

a. Consider putting together a 1 minute credibility building presentation and focus on consistently getting a good first impression

b. Mention third-party credibility and additional testimonials from clients. It's helpful to mention the names of other customers to discuss the types of services that we bring and what others say about those services.

3. Demonstrate Curiosity

a. Ask questions.

b. Find out how their organization is structured, who do they report to, who reports to them, what is their business, how does their business work, is it growing, is it shrinking, why is this person talking to me?

c. The more you understand the client, the more likely you'll find what you need in order to create that all important next step.

4. Create a Next Step

a. You should walk into a meeting with an idea of how you're going to get a scheduled next step

b. The absence of a next scheduled step is a great NOT buying signal

c. Think about what you'll bring back (For example: do a demo, bring an outline or expert with you, or ask for a tour and to meet their key people.) What could you offer to help move the sale further along?

Before your next first meeting, remember:

Connect, Gain Credibility, Demonstrate Curiosity and Create a Next Step.

If you remember those four things, you'll consistently have better first meetings.