

Networking Questions and Strategy

Congratulations! You got the appointment and you are going on your initial sales call! Chances are you used our networking script to get in the door so you will want to focus on the networking opportunity when you make the first call. Here is the questioning sequence we recommend:

1. Purpose: "My purpose for meeting as I explained on the telephone was to learn more about your business and to discuss how our dealership can help you grow. Could I ask you a few questions?" *(These are additional "new information questions" that we will use with an eye toward networking later in the process if an opportunity arises. The more you listen, the more opportunities you'll uncover!)*

2. Your questions will center around their business, not trucks!

- A. How long have you been in business?
- B. What type of customer do you focus upon most?
- C. What are some of the challenges your business has faced this year?
- D. What are your goals going into next year?
- E. Are you looking for new customers?
- F. Do you participate in any trade or networking groups?

3. At this point introduce the concept of networking:

A. "I mentioned my main reason for meeting was to create a network between your business and our dealership. We have thousands of clients who ask us about referrals and would love to add you to our list of companies. Would it be possible to have about 10 of your business cards and any sales literature?"

4. Summarize: "Mr./Mrs. Client, thanks so much for taking your valuable time to speak with me. You have given me a lot of information. I think after I analyze the information you shared with me, I will have some additional ideas that can save you money, time, or further potential networking opportunities to help you grow your business. What would be a convenient time to meet?"

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It is that simple! Remember this in commercial outside sales: push the sale, lose the relationship; add value, establish a network, win trust, and grow the relationship...you will make sales for many years to come!