

“It’s Sales Time....Do You Know Where Your Buyers Are?”

**by
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Do you remember watching television and hearing this familiar question “Parents, it’s 10 o’clock, do you know where your children are?” This was a not-so-subtle reminder to all parents that the responsibility of knowing the whereabouts and safety of their children was theirs. They needed to know their children were safe and sound and right where they should be. And children, though they may not show it, then as now, depend on parents for guidance and the knowledge that their best interests are always at heart.

This statement now extends to “do you know which website your kids are on”, and “do you know who your child is talking to on the cell phone”? The message is clear and comprehensive. It is not just physical location parents need to be mindful of, but activities and associations as well.

Well, I thought about these questions the other day when a Salesperson I was training asked me “Where do you think all the buyers are?” The answer is this: as with children, we should not be wondering about their whereabouts or activities, we should absolutely know where our buyers are, who they are talking to and how we can help them.

Read on and see if any of the following statements sound familiar:

“I have not had anyone stop in my model all week.”

“Everyone is waiting for the best deal.”

“No one wants to make a decision right now.”

“They all have a home to sell!”

I think we can agree that today’s prospective buyer is on a longer “journey” than we would like to see. Is there anything we can be doing to know where they are in the buying cycle and help them to move along? The answer to this question is a question: It is Sales time... do you know where your buyers are?

The questions below are ones that you may be asking yourselves. The answers will help you shorten that buying cycle and keep you informed where your buyers are!

QUESTIONS

- 1.) Where are the buyers so you can contact them?
- 2.) What is their current situation?
- 3.) How can you arrange to meet with them and discover how you can help them?

ANSWER

Check your prospecting techniques. Make sure you are looking under every stone and around every corner to uncover or discover new potential leads. Go back through your past sales and registered visitors and find out where clients lived before they came to you. Market to any common addresses and locations that you can. Look closely to see if you have a buyer profile that repeats itself in your community. Go where they go and advertise where they are.

QUESTIONS

- 4.) Where are they when they are not with you?
- 5.) Who else are they talking with; whose websites and home sites are they looking at?

6.) Where are they in the Sales Process?

ANSWER

Honor your *Closing Promise*. When a visitor leaves your model, make sure they have a clear vision of what the “next step” is with you. Be clear with them on how far they have come in the process and what you have accomplished together, before they venture out into other models and meet other sales people. Don’t let someone else finish what you started! Give your best “30 second Superbowl commercial so they will remember you.

Remember, knowing where your buyers are will assure that you help them make the best decision of all, and that is the decision to work with you!