

How to Increase Sales by Fishing in the Right Pond

By Steve Clark – The Sales Psychologist

One of the biggest mistakes that business owners and salespeople make is chasing after the wrong client. Most prospecting or marketing is haphazard, random, and sporadic with no real thought or clear thinking about “who is our ideal client?”

Most sellers have something they want to sell, and they rush out to the marketplace without careful thought about exactly who it is they should be targeting. The result is chasing poor quality prospects that have no need or interest in what is being sold.

If you only get one thing from this article, get this: **everybody is not your target market or ideal client.** The worst marketing mistake you can make is poor market selection or who to go after. Over and over again, I see sellers going after the wrong type of client.

Before you pick up the phone, send a piece of direct mail, or make a prospecting call, make sure you have picked the right market. If you don't get this right your efforts will produce very little.

How to increase sales by spending more time “whoing”

There are many, many things you should know about your “who.” When looking for a new client, I have twenty-seven different characteristics that I have identified in an ideal client. Everything from philosophical belief, to age, to income, to political affiliation, and a whole bunch of other things that really fit my ideal client.

Most folks make the mistake of not putting enough homework in to identify their ideal client. The result is they run off chasing any and everybody in an attempt to try and sell whomever they can get in front of.

I encourage you to begin making a list of at least a couple dozen characteristics of your ideal client and continue working on it and refining it till it is as focused as a laser beam.

If you don't have at least twenty criteria your ideal candidate must possess, you really don't have an ideal client.

It is instructive to remember that in the absence of a clearly defined prospect target, any prospect becomes acceptable. If you aren't crystal clear and focused on exactly who you're going after, you will end up with an undesirable and unprofitable client.

How to increase your sales, and make your job easier and less stressful

The first thing to consider when you're looking for an ideal client or target market is: what is your affinity with that market? In other words, what do you know about them, what kind of experience do you have working in that market?

If you have no experience in that marketplace, if you've never been one of them, if you've never walked in their shoes and dealt with their issues or talked their language then you have a real disconnect and lack of understanding about their issues, concerns, frustrations, dreams, and hopes.

You may still sell in that market, but it will be more difficult.

About 40% of my business comes from folks who are in the insurance business. The reason for this is, I was in that business for eight and a half years prior to getting in this business.

I am one of them. I have been there. I know what their issues are. I know what their struggles are. I know what their pains are. I know what their frustrations are. I know what keeps them up at night.

I really do understand that business because I was there. Because of that experience it makes it easier for me to connect and bond with them. It also makes it easier to establish trust because they know that I know what they are going through.

Rule number one in marketing, and the thing you want to get right, is to make sure you spend enough time "whoing" and identifying what niche is your best and most fertile market. If you get it right, you will thrive. If you get it wrong, you will be a broke, frustrated, unhappy camper.



Steve Clark aka, "*The Sales Psychologist*" is the founder and CEO of New School Selling, an international business development and marketing consulting firm. He is the author of ***Profitable Persuasion - Proven Strategies for Sales and Marketing Success*** and the Co-Author with marketing Guru Dan Kennedy of ***The Ultimate Success Secret***. To get your **FREE** copy of Steve's book, ***Profitable Persuasion*** go to www.newschoolselling.com.