

Lead Research

Introduction

Knowing more information about your customer can help you with a sale. It proves to them that you are interested in them, you understand them, and that you are different from other sales people. How?



Your Leads

Show Interest In The Customer

It's important to research the customer that you are trying sell to. Basic things to research and understand prior to selling include: products, services, values, news. Any of these may hold interesting tidbits of information that you could talk about to personalize your communication to them. The best thing to do is highlight something that is of genuine interest to you, as you will come across as genuine.

Understand The Customer

This could mean looking through their website, looking at financial performance, or researching who their customers are (even what their customers are saying about them through forums!). For instance, if you

are an accountant speaking to a potential customer, it would help you to know that they have had cash flow problems so that you can focus your conversation around how you can help avoid this in future years.

Differentiate Yourself

By researching your customers, you will stick out from the crowd. Potential customers like that you went out of your way, and the next time you contact them they will remember you.

Use the *Research Tracker* worksheet to help start up your research.

Tips

- ✓ A good sales person usually spends 1/3 of their time researching and 2/3 selling.
- ✓ Research is a differentiator.
- ✓ When using research, minimize your the range of study to what is needed.

Resources

Click on the links below for further reading:

- ✓ [Google Search For Forums](#)
- ✓ [Company News](#)
- ✓ [Corporate Research](#)
- ✓ [Research People](#)

Research Tracker

Create as many copies of the tracking sheet as you need.

Customer Name: _____

Website URL	
Most Interesting Information On Their Website	
How Is The Company Doing? (Growing? Shrinking? Brand Image? Employees? etc.)	
Who Are Their Customers?	
Other Information	

Customer Name: _____

Website URL	
Most Interesting Information On Their Website	
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Who Are Their Customers?	
Other Information	

Example

Imagine that you are meeting a potential customer to perform construction work on their building. How much better could your meeting go if you had researched and found out the following:

- The customer's corporate values include sustainability and supporting local vendors
- The corporate objective is to increase sales by 30% in the next year
- They wish to expand into R&D and have just purchased special equipment from overseas
- Last year they went through a work safety lawsuit due to an accident in the building
- Sales were a record high last year

Research ensures you are not walking blindly into any sales pitch.