



# THE POWER OF PREPARATION:

## Researching Your Prospects for Effective Consultative Selling

Regardless of industry, business, or background, decision-makers are constantly bombarded with sales pitches.

In fact, according to Forbes, 65% of sales emails are simply ignored.

Today, making a pitch stand out isn't about being catchy; it's about being informed.

By understanding where your value proposition fits in a prospect's business and industry, you can offer a solution to a precise problem, create an acute need for your service, and make more meaningful sales.

### HERE'S HOW.

#### HOW TO BECOME FAMILIAR WITH A PROSPECT'S BUSINESS

Understanding a prospect's business is about answering these essential questions:



**65%**

of sales emails  
are simply  
ignored.

#### A. How does your prospect compare against their competition?

Understanding a prospect's competitive gap allows you to modify your pitch to accommodate the prospect's unique needs. By customizing your pitch to a prospect's competitive gap, you aren't selling a product; you're selling a competitive advantage.

#### Example:

If your desired prospect has reported issues with cash flow, you may tailor your pitch to demonstrate how your product may help the prospect become more agile, granting them a competitive advantage.

## B. Are there any trigger events that would be valuable before you reach out?

By scanning the industry for prominent issues or changes, you can essentially “read a prospect’s mind” by providing them with a solution they are likely grappling with in real-time.

### Example:

If a prominent business closed its doors and its client pool was released, a prospect would likely be anxious to capture new business. With this knowledge, you can modify your product pitch to show its utility for capturing new business.

## C. What economic factors may impact decision-making?

Above all, it is essential to have a good idea of the economic conditions surrounding a market when making a pitch. This knowledge can help you capitalize on timely opportunities or prevent you from appearing tone-deaf

### Example:

If an industry is undergoing high levels of volatility (a condition not unfamiliar to shippers), there is a critical opportunity to present your product as a vehicle of stability, granting the prospect security for their business.

Once you have a solid understanding of a prospect’s competitive orientation, industry conditions, and notable triggers, it is essential to present this information using credible resources.

## HOW DO I UTILIZE INDUSTRY INFORMATION IN MY PITCH?

When you’re finally ready to make the pitch with prepared data, make sure that you are a strong understanding of:

1. Who the key decision maker is
2. What pain point you’d like to address
3. How your product provides a solution



## SAMPLE ELEVATOR PITCH:

Hello [prospect name]!

If you’re having a hard time understanding why commodity shipments are so volatile these days, you’re not alone.

In fact, Freightwaves just published an article detailing that commodities like cocoa, a primary product of [prospect’s business], will continue to be shuffled by market conditions. [Read that article here.](#)

Despite the difficulty, our shippers are having no issue delivering commodities because of extensive carrier network of over 260,000 carriers nationwide.

Can I help you secure stable freight in an unpredictable market?



***In this example, a pain point is identified, a reputable resource is cited, and a solution is offered.***

By taking the time to perform meaningful, relevant research into a client’s needs, you drastically increase the effectiveness of your pitch and grow your business.

AUTHORIZED AGENT  
**England**  
LOGISTICS

