



Sales Coach Series

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First meetings

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Steve's done his homework. He knows that Financial Services plc plan to open a new call centre and he's arranged a meeting with the IT Manager responsible for the project. The meeting is in full swing.

'David, what will the business achieve from this new call centre?' Steve lets David talk, guiding the conversation with interested, open questions. Now David is asking him a question - he wants to know how Bodge IT can help.

He hands him the glossy corporate brochure and launches into his pitch: company background, manufacturer accreditations, turnover. David isn't listening: he's busy flicking through the brochure. Just as well, really. Whilst Bodge IT have solid credentials, Steve hasn't differentiated himself from any of the other potential suppliers. Firstly, he should not have competed with the brochure for his attention. Then, by specifically matching Bodge IT's capabilities to the project and by explaining how they had recently installed the largest UK call centre on time and within budget, he would have taken the fast track to the top of the supplier list. He's happy though - he has their Terms of Reference and, if they like his response, he'll have the opportunity to bid.