

THE Daily News

EST. MEMPHIS 1886

Home | About Us | Public Notices | Public Records

Help | Your Account | Contact Us | Log In |
Subscribe

tdn SERVICES

- NAME & PROPERTY SEARCH >>**
Research millions of people and properties [+]
- CUSTOM LIST BUILDER >>**
Build a downloadable list of prospects that meet your criteria
- WATCH SERVICE >>**
Monitor any person, property or company [+]
- DATA DIRECT >>**
Get valuable lists emailed directly to you
- NEIGHBORHOOD REPORT >>**
Keep an eye on trends and events near you [+]
- CRIME REPORT >>**
Up-to-date reports of crimes near you [+]

FRONT PAGE NEWS

- [Wednesday, Nov. 9, 2011](#)
- [Tuesday, Nov. 8, 2011](#)
- [Monday, Nov. 7, 2011](#)
- [Friday, Nov. 4, 2011](#)
- [Thursday, Nov. 3, 2011](#)

[« Back](#)

Go to date:

Search News:

PUBLIC RECORDS

- [Tuesday, Nov. 8, 2011](#)
- [Monday, Nov. 7, 2011](#)
- [Friday, Nov. 4, 2011](#)
- [Thursday, Nov. 3, 2011](#)
- [Wednesday, Nov. 2, 2011](#)

[« Back](#) | [Forward »](#)

Go to date:

Search Records:

PUBLIC NOTICES

- [Wednesday, Nov. 9, 2011](#)
- [Tuesday, Nov. 8, 2011](#)
- [Monday, Nov. 7, 2011](#)
- [Sunday, Nov. 6, 2011](#)
- [Saturday, Nov. 5, 2011](#)

[« Back](#)

Go to date:

Search Notices:

MONEY & MARKETS

20 Minute Updates

	Chg	%Chg	Value
Morningstar	-73	-2.3	3,134

Home > Article

VOL. 126 | NO. 219 | Wednesday, November 09, 2011

Guerrilla Sales & Marketing

Master The Business Lunch To Connect

By **Lori Turner-Wilson** Updated 3:42PM

[Print](#) | [Front Page](#) | [Email this story](#)



Lori Turner-Wilson

[Share](#) 4
[Tweet](#) 3

The art of the successful business lunch is no longer a skill common to most salespeople. Master this skill to differentiate yourself and your company in the marketplace. Call it old school, but the bottom line is this strategy still works.

A business lunch affords you the unique opportunity to converse with your prospect for an hour or more in a captive setting where his guard is down – the rare chance to connect with your prospect personally, beginning to build that all-important rapport and trust.

Where it might not seem appropriate to ask about a prospect's family in a traditional business meeting, for example, over lunch this topic seems natural. If your prospect is stalling in making a purchase decision, a lunch meeting provides a perfect opportunity to get to the heart of this objection.

While the upside is clear, many sales professionals remain uncomfortable with lunch meetings – gravitating instead to the tried-and-true in-office business meeting. Why? With reward comes risk. A social setting opens the door for missteps. Avoid missteps, however, by following these tips.

When proposing lunch, suggest restaurants close to your prospect with environments conducive to conversation and consistent with their personal style.

Arrive early and take the best seat. Being seated in a prime location subtly communicates you're a person of value.

Sit with your back to the wall, so you'll see your prospect arrive and nothing distracts your prospect from the conversation. If they can see diners entering the restaurant, you're less likely to maintain their focus.

Turn your cell phone off and remove it from sight. A ringing phone during lunch is a social sin, and leaving it on the table communicates your prospect isn't your top priority.

You're not at lunch for the food. You're there to build a relationship and advance the sale. Eat something light ahead of time so you can focus more on what your prospect is saying and less on your food. When ordering, select an easy-to-eat dish.

Encourage your prospect to order first, and then follow his lead. If he orders a salad, do the same so he's not eating alone.

Wait until after you've both ordered before talking business. Don't shortchange the small talk, as your primary objective is to connect personally. Also, while it's important to establish similar personal interests, be careful to avoid one-upmanship.

Walk in armed with at least three personal and three business questions – the answers to which will help you better connect or help you advance the sale. This is your opportunity to ask tough questions such as, "Tell me

Follow us on Facebook, Twitter & RSS:



Sign-Up For Our **FREE** email edition

Get the news first with our free daily email

 Name Email

tdn BLOG Get more from The Daily News

- [Wine for Wishes this Thursday](#)
- [The Commercial Appeal Cancels The Inside Scoop](#)
- [Downtown's China Restaurant at 150 Jefferson has closed](#)
- [What bleu could have been named](#)
- [Actor Michael Douglas' Memphis Connections](#)

RECORD TOTALS	DAY	WEEK	YEAR
PROPERTY SALES	91	220	13,248
MORTGAGES	179	395	19,600
FORECLOSURE NOTICES	0	51	8,464
BUILDING PERMITS	0	259	33,943
BANKRUPTCIES	65	417	16,058
BUSINESS LICENSES	19	60	5,113
UTILITY CONNECTIONS	87	328	23,650
MARRIAGE LICENSES	0	57	5,034

Nasdaq	-63	-2.3	2,664
NYSE	0	0.0	7,672
Morningstar	-121	-2.5	4,711
Small Cap			

© Copyright 2011 Morningstar, Inc.



SUBSCRIBE
THE DAILY NEWS
PRINT EDITION

more about the relationship with your existing vendor.”

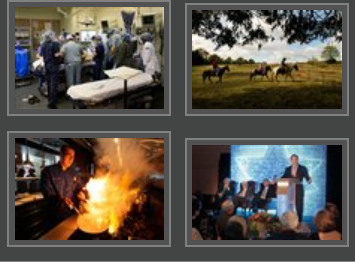
A well-planned business lunch can help you quickly advance your relationship with a prospect and give you a leg up against your competition. So get out of your traditional meeting routine and have lunch.

Lori Turner-Wilson is an award-winning columnist and managing partner of RedRover Sales & Marketing, www.redrovercompany.com.

You can follow RedRover on Twitter (@redrovercompany and @loriturner) and Facebook (facebook.com/redrovercompany).

CLICK HERE

THROUGH THE LENS



Weekly Edition

[Issues](#) | [About](#)
The Memphis News:
Business, politics, and
the public interest.

Most Read

Most Emailed

1. [Wealth of Experience](#) Nov 3
2. [Cordova Hastings Store to Close](#) Nov 7
3. [Orpheum Looks South For Expansion Plans](#) Nov 7
4. [Morgan Keegan Bids Reportedly Drop \\$200M](#) Nov 7
5. [Cultural Connection](#) Nov 7



Account Info

- [Log In](#)
- [Your Account](#)
- [Create an Account](#)

Subscribe

- [Subscribe to The Daily News](#)
- [Upgrade Your Subscription](#)

About

- [About Us](#)
- [Contact Us](#)
- [Privacy Policy](#)

Help

- [Help](#)
- [Customer Service](#)

MemphisDailyNews.com

- [Home](#)
- [Blog](#)
- [Facebook](#)
- [Twitter](#)
- [RSS](#)

Our Services

- [Public Notices](#)
- [Public Records](#)
- [Name & Property Research](#)
- [Data Direct](#)
- [Watch Service](#)
- [Custom List Builder](#)
- [Crime Reports](#)
- [Neighborhood Reports](#)

Copyright 1995 - 2011 by The Daily News Publishing Co. Inc. - All Rights Reserved