

tdn SERVICES

NAME & PROPERTY SEARCH >>
Research millions of people and properties [+]

MKT & SALES 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

Friday, May 20, 2011
Thursday, May 19, 2011
Wednesday, May 18, 2011
Tuesday, May 17, 2011
Monday, May 16, 2011

< Back | Forward >

Go to date: Go

Search News: Go

PUBLIC RECORDS

Thursday, Sep. 15, 2011
Wednesday, Sep. 14, 2011
Tuesday, Sep. 13, 2011
Monday, Sep. 12, 2011
Friday, Sep. 9, 2011

< Back | Forward >

Go to date: Go

Search Records: Go

PUBLIC NOTICES

Friday, Sep. 16, 2011
Thursday, Sep. 15, 2011
Wednesday, Sep. 14, 2011
Tuesday, Sep. 13, 2011
Monday, Sep. 12, 2011

< Back

Go to date: Go

Search Notices: Go

PREMIUM REAL ESTATE INFORMATION
CHANDLER REPORTS

SUBSCRIBE THE DAILY NEWS PRINT EDITION

Home > Article

VOL. 126 | NO. 102 | Wednesday, May 25, 2011

Guerrilla Sales & Marketing

The Art Of Selling Professional Services

Lori Turner-Wilson

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

Law, accounting practices, insurance agencies, architectural firms and financial services companies. These types of firms make up the category “professional service firms.”

The new business development strategy these firms used previously – repeat business and referrals – has been turned completely on its ear. These old ways of growing business no longer apply and competitive pressure is mounting.

Years ago, “sales” was a dirty word among professional service companies. The producers did not want to admit that selling was a part of their job. Networking was attending social events not telling people what they did for a living.

Now many of these practices are struggling to survive, let alone grow.

The firms that are growing are adapting to the changing marketplace by applying a few basic tenets. You can too.

Get over the sales stigma. If you’re not comfortable selling, ask yourself these questions. Do you believe you’re truly helping to improve customers’ lives and the performance of their companies? Are you taking away people’s pain? If so, you’re doing a disservice by not calling on prospects you believe you can help.

Create a consistent process. Merely responding to inbound requests doesn’t position you to pitch the business you actually want and deserve. Get in the driver’s seat. Learn how many calls you need to make per week or month to grow your business according to plan. Systemize your calling efforts so they can be easily replicated by others in your firm.

Share your passion about what you are selling. Today’s buyer is looking for a service provider with conviction – someone to help them make smarter decisions versus a yes-man looking to close a deal. So, speak up and be a change agent. It will differentiate you and most prospects will respect you for it.

Understand the nuances of trust-based selling. In the world of selling professional services sales, you are the product. There is a point in the decision-making process when prospects are assessing your trustworthiness.

You can earn trust by demonstrating genuine concern for both the person and the company and listening more than you’re talking. This is another reason why straight shooting is essential. If your prospect appreciates your candor, it builds trust and the sale will likely close. If not, it probably wasn’t a good fit anyway.

You must make the intangible, tangible. Selling a service can be challenging. Absent a product to hold, you have to help your prospects “see” the value. You can share customer case studies with similar challenges or provide industry best practices to demonstrate that your



Lori Turner-Wilson

Share 5
Tweet 3

Follow us on Facebook, Twitter & RSS:



Sign-Up For Our FREE email edition

Get the news first with our free daily email

Name

Email

Sign Up

tdn BLOG Get more from The Daily News!

[Electrolux groundbreaking Oct. 5](#)

[Allen Stanford and the Michael Scott defense](#)

[Color by Numbers: Women in Gov't](#)

[Homebuilder: now is the 'perfect storm' for home investing](#)

[Rhymin' Simon Coming to Mud Island](#)

RECORD TOTALS	DAY	WEEK	YEAR
PROPERTY SALES	66	335	10,905
MORTGAGES	74	512	15,886
FORECLOSURE NOTICES	2	122	7,372
BUILDING PERMITS	0	699	28,123
BANKRUPTCIES	67	426	13,041
BUSINESS LICENSES	24	114	4,270
UTILITY CONNECTIONS	131	536	19,643
MARRIAGE LICENSES	23	121	4,101

Judy McLellan
The #1 Agent for the Mid-South's #1 Real Estate Company
CRYE-LEIKE
901-277-5839 • 901-756-8900
www.judymac.com

THROUGH THE LENS

Weekly Edition

Weekly Edition

[Issues](#) | [About](#)

The Memphis News: Business, politics, and the public interest.

Mbst Read Mbst Emailed

- [Delta Moves Ahead With Memphis Cuts](#) Sep 9

education and training is relevant. Lastly, involve your prospect in a “typical day” to help them visualize what working with your firm will look like.

If waiting for the phone to ring is no longer an effective selling strategy, it’s time to get out of the office. Build your prospect list, do your call prep and start making appointments. After all, you have some really good news to share, you’re able to take away someone’s pain.

Lori Turner-Wilson is an award-winning columnist and managing partner of RedRover Sales & Marketing, www.redrovercompany.com. You can follow RedRover on Facebook and Twitter.

2. [Class of '66 Stands Out At White Station](#) Sep 13
3. [Artists, Politicians Weigh in on Gibson Raids](#) Sep 14
4. [Kroger Execs React to Customers' Concerns](#) Sep 13
5. [Regions CEO: Nothing New to Say About Morgan Keegan Deal](#) Sep 13



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](#)
- [Marketing & Sales Lists](#)
- [Crime Reports](#)
- [Neighborhood Reports](#)

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