

Assessing a Contact's Potential

A contact is a person we have some contact information on. This person might be someone who could be a valuable addition to our customers. There are several things that will make a contact someone we want to maintain a relationship with.

- 1) Repeat Business** – Customers who do multiple building projects are our bread and butter. If we can build a sense of loyalty then jobs will come in without making hundreds of cold calls or spending thousands on advertising.
- 2) Industry Professionals** – Customers and employees of our customers are, in a sense repeat business even they aren't buying the stone themselves. They are involved in building projects on a continuing basis. Architects can specify our product on their plans, which will give us an advantage winning a bid, even if they aren't actually the buyers, and builders and masons can recommend building products to the buyer.
- 3) Personal Connection** – Sometimes a single-purchase end-user can be more valuable to us than he would be otherwise, because of who he knows, or who he is connected to. We can attract the notice of important building professionals and other repeat business contacts by building a house for their cousin, or for their neighbor. Sometimes the location of the project gives a similar boost, but this is more about the projects individual value, instead of the contact's value.
- 4) Position of authority for a valuable project** – Even if they are not contacts with a potential for repeat business, one really good project can make an ordinary contact into someone we want to pursue. If we win the confidence of the decision maker, we've won the project.
- 5) Personal Attitude** – Some contacts are difficult to speak with, they are argumentative, and don't seem to respect a salesman. This may mean they don't offer much respect to anyone. This is not always true, a single instance of bad attitude could just mean a bad mood for that day. However, many times it means they will be difficult to work with, or make the project difficult to complete. Watch for a contacts attitude during the first conversation. While you are attempting to make a good first impression, see what kind of first impression this contact is making.