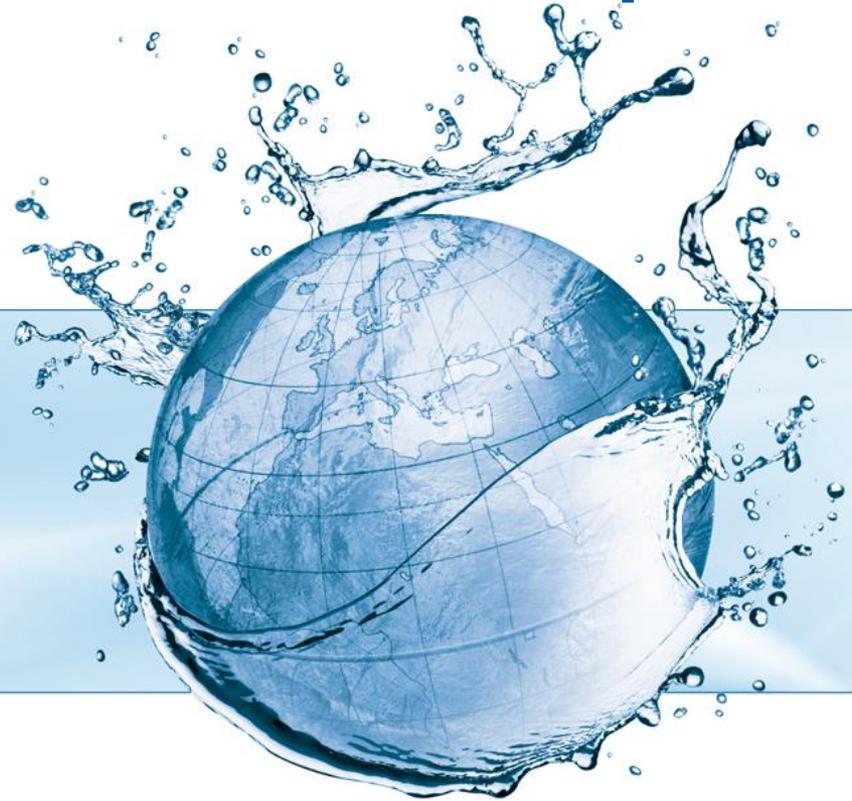


# Prospecting during business development

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For You and Planet Blue.



# What is prospecting?

**"To prospect:**

*To carry out market research or a sales promotion campaign targeting a defined group of potential customers."*

**Dictionnaire Larousse**

# Prospecting

## Why is it useful?

**... for the survival of the business!**

- 1** You keep your customers
- 2** You sell more to your customers
- 3** You win back lost customers
- 4** You win new customers

# Prospecting

## How is it done?

# 1- Keep your customers



## Competitors are targeting your customers!

- They are offering solutions
- They are pointing out weaknesses in your equipment
- They are presenting the advantages of their products / services
- They are developing a relationship with them

Competitors are targeting your customers!



## Consequences

- They know your customers' current projects
- They know your products and your customers' interests

⇒ **They can offer persuasive, tailor-made solutions**

- They are developing a closer relationship with your customers
- They stress your absence and their presence

⇒ **They are building up mutual trust**

If you do nothing, you'll lose the customer!

## 1- Set up a customer file showing the type of plant

**The file is the basis of prospecting. With it:**

- You know the type of customer (industrial, individual or installer, etc.)
- You can rank the customer's priorities
- You have a clear idea of the equipment installed
- You can monitor individual customers

## 2-Monitor pro-actively

### **-Respond quickly to your customers' questions/problems.**

This is key to keeping your customers: a fast response contributes to their satisfaction.

### **-Visit your customers at least twice a year, even if you have no special reason.**

- Show that you are present, close at hand and available.
- Tour the plant

## 3- Communicate with your customers

### Use any excuse to communicate with your customers:

- When you launch a new product/service.
- To remind them about your entire range.
- To tell them about your organization.
- For National Holidays, etc.

### Means of communication:

- E-mail
- Newsletters
- Trade shows
- Seminars
- Visits
- Telephone
- etc.

2-

**Sell more to your customers**

**If you use all the ways of keeping your customer,  
your customer will have confidence in you.**

-It is much easier to sell to a customer who knows and trusts you.

**For each customer, you should ask yourself these questions:**

**-As regards the water treatment range, do my customers order all the products and consumables they need from me?**

Yes  → Next question

No  → If not, why not?

**-Does my customer have needs that I should make him/her aware of?**

Yes  → Advise, propose solutions

No  → Next question

**If you answered NO to this question, this means that:**

1- Your customer buys all his/her water-treatment equipment from you (formulated products, domestic hot water, plant protection and processes, etc.)

2-Your customer has no further water-treatment needs in any area (formulated products, domestic hot water, plant protection and processes, etc.)

**Are you sure that your customer has no needs of which you are unaware, and no development projects?**

No  → Arrange an appointment with your customer. Go round the plant.

Yes  →

**Well done!! Your customer is fully serviced. Keep up the good work!**

OUR MAJOR SELLING POINT:

THE GLOBAL APPROACH!

- Standard equipment**
- Formulated products**
- Bespoke projects**
- Associated services**

# 3- Win new customers

**"To win new customers you must know whom to target"**

### **⇒ Definition of growth potential**

- What are my strengths (activities, products, organization, etc.)
- What are the growth sectors
- What is the future potential?
- etc.

## What to do

### 1-Keep a target file with up-to-date details

You can create your file from a variety of sources:

- Directories/yellow pages.
  - Kompas database
  - Chambers of Commerce
  - Field visits
  - Trade shows
  - Press
- etc.

**The key thing is to have a living file!**

### What to do

#### 1-Keep a target file with up-to-date details

- The file should contain all the targets in your sector (installers, engineering firms, industrial companies, etc.)
- The file should be organized by customer category
- The file should contain relevant details (nature of the activity, names of decision-maker and technical manager, etc.)
- The file should be living  
You must add all changes to your prospects' organization

## What to do

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- etc.

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## What to do

### 2 – Use your file

Define your targets

(by activity and by geographical area)

-Rank your prospects based on how you want to win customers over time.

(e.g based on their potential or their plans)

Ranking in this way will enable you to identify the customers that you want to focus on first

Once your targets are defined and you've ranked your prospects, you can move to the next stage:

**Preparing the action plan.**

## What to do

### 3-The action plan or How do I go about winning new customers?

You need to think of two things:

#### 1-The tools you have available

- E-mail
- Leaflets and brochures
- Telephone
- Visits
- Conferences/Seminars
- Trade shows

#### 2-Time

Combing these two factors will enable you to develop a strategy

## 3 – The action plan

- The action plan is a chart showing the initiatives you want to take
- It ranks your priorities
- It reflects the business orientation that you want to give your structure
- It helps you get organized

### 3 – The action plan

	Jan	Feb	Mar	Apr	May	June	July
Mailshot Agrifood	✓						
Mailshot installers		✓					
Mailshot engineering firms					✓		
Trade show			✓				
Seminar							✓
Visit Customer A				✓			
Visit Prospect A			✓				
Visit Prospect B						✓	

## 3 – The action plan

### E-Mail

- Mailshots must be targeted (agrifood, pharmaceutical or engineering firms, etc.)
- You use mailshots to communicate and find new customers

Mailing is an efficient way to tailor the promotion of your product/service to each prospect.

[http://www.export-bwtpermo.com/emailing2014/mars/palestine/palestine\\_mars2014.html](http://www.export-bwtpermo.com/emailing2014/mars/palestine/palestine_mars2014.html)

- It takes very little time. A quantitative approach.

## Water used in processes for milk and beverages production in Palestine: problems and solutions



The water you use to create your finished products is a resource whose properties fluctuate.

Though you want the quality of your products to be constant, water composition actually varies depending on the location and the time of year.

Water quality is a complex problem in Palestine, where water is hard and may sometimes contain minerals that can damage your facilities.

How can you manage use of this raw material so that it does not alter production quality?

What types of treatment can you implement so that the water supplying your systems does not limit the life of your equipment?

BWT PERMO has been the leader in water treatment technology for 90 years and can offer you solutions.

For more information, you may download our:

 [BWT PERMO brochure for food industry](#)

 [I am interested, I would like to have more information](#)

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**SABTI**  
SOLUTIONS WATER TREATMENT

## 3 – The action plan

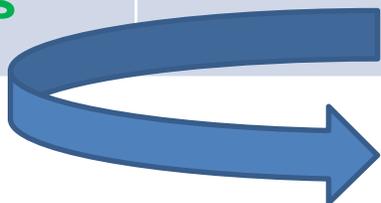
### Field visits

- Schedule the visits so you don't always see the same people.
- Plan visits based on your strategy and the customers you want to develop.
- Customize the approach: time constraint (qualitative action)

**Don't partially apply the different techniques and methods. If you do:**

- You will spend time and resources but get mediocre results
- You will be discouraged
- You will have a poor return on investment

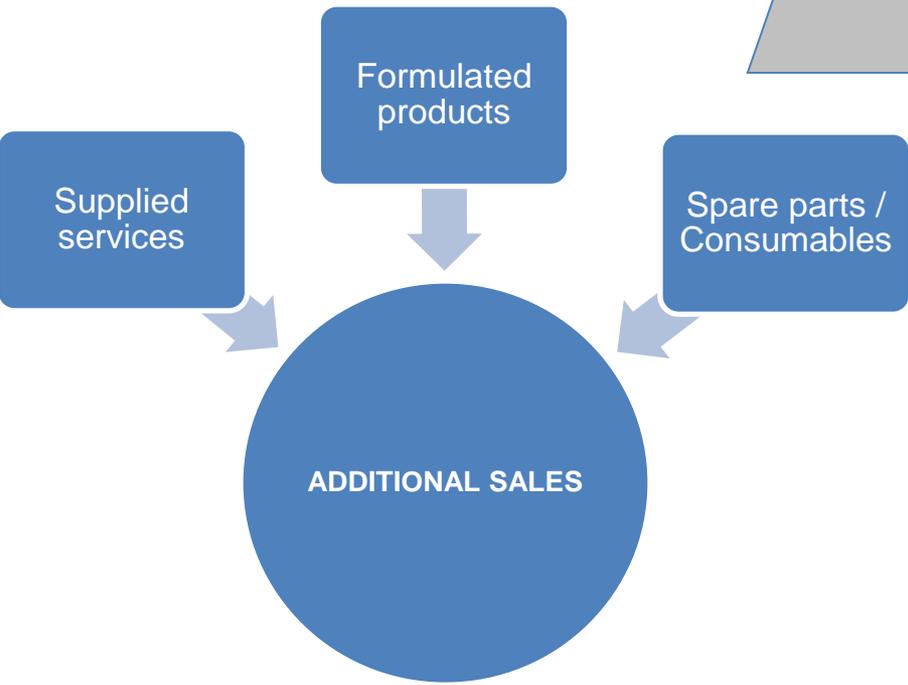
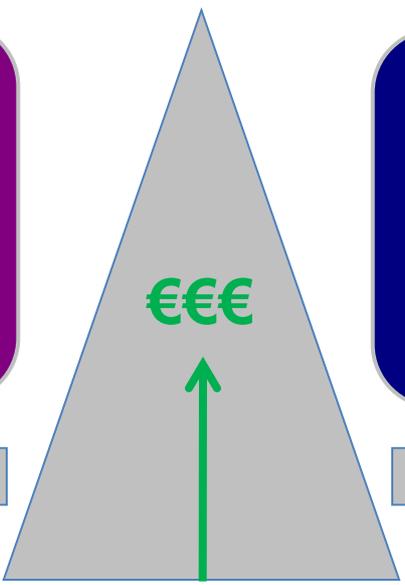
Actions	Time	€ Cost	Qualification	Customization
E-mail	-	-	+	-
Customer visit	++	+	++	++
Trade show	+	++	+	+
Seminar	++	++	++	+
Press	-	+	-	--



**PUSH - PULL**

Make existing customers buy more

Win new customers



- 🌐 Identify potential for growth
- 🌐 Adapt to the market
- 🌐 Raise awareness of our business and our products = PERSUADE