

Your Success in Prospecting—Developing Centers of Influence

By Paul J. Meyer

For the long-term success of your prospecting, you absolutely must have a center of influence. People will give you referrals and people will give you sales, but a true center of influence is someone who will continue to do this on a regular basis. When you do the math, you can see how incredibly valuable a center of influence really is!

If you're going to be a successful prospector, you need a system that will create a flow of non-stop prospects. You need a center of influence, someone who consistently sends people to you. Then you make the sale.

The ultimate aim of locating centers of influence is to find an individual who, over time, will continue to help you find new prospects. This individual should be willing to use his or her influence to help you. A center of influence is sold on you and what you are doing. When your center of influence believes in you and understands your service, you are in the best possible position to get referrals.

Here are the five steps to developing those centers of influence:

Step #1 — Make a list of centers of influence. Make a list, separated into two categories: A) people you know who also know you and B) people you know or know of, but who don't know you. Even if someone doesn't know you, you can get a recommendation.

Step #2 — Prioritize the list. List from best to worst, with most likely to help on the top and least likely on the bottom.

Step #3 — Develop a Plan of Action for each center of influence. Set up a separate file or notebook for each person. Develop a Plan of Action for each person, either to contact them directly or to contact indirectly.

Step #4 — Contact potential centers of influence in priority order. Make contact with your best centers of influence first. Go through your list from the best to the worst.

Step #5 — Ask for help. People really want to help if you are sincere about it. Ask for help! Be specific as well.

Common sense dictates that you use good judgment when dealing with a center of influence. The exchange concept is based on the idea that a continuing relationship with another is a two-way street. With your prospective centers of influence:

- Do not monopolize their time.
- Thank them for the time they have given you.
- Keep them informed of your progress with their referrals.
- Find ways that you can help them in their business, if possible.
- Remember that your relationship with your center of influence is a two-way street.

Always remember that a center of influence is not just another customer who gave you some referrals. This is a person with whom you want to become involved! Your centers of influence are helping you meet people who are important to your business.

Your centers of influence are central to your success in prospecting!

Since 1960, New York Times best-selling author and one of the founders of the self-improvement industry, Paul J. Meyer, has helped people become successful in sales through prospecting. To learn many of the techniques that Paul uses for successful prospecting, order *Prospecting Your Way to Millions — How to Never Make Cold Calls Again* today, available at www.pauljmeyer.com.

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