GPS - How to Get the Most Out of Your Time in Front of a Client on Zoom

Hello, this is Andrew from Growth and Profit Solutions. Welcome back!

I was having a conversation the other day with a client, who wanted to ensure that he was getting the most out of his time in front of a client when on Zoom.

I shared with him the 7 key steps that you need to take before, during and after the meeting to get the most out of these Zoom interactions.

So, what do you need to do…

Firstly, be clear on the objectives and outcomes that you are looking for from this call. If you're not clear, you've got no direction and you won't get what you want from it.

Secondly, schedule a time that is convenient for both of you so that you have his or her undivided attention and that they are prepared.

For this I use apps like Calendly which allow my client to see the availability in my diary so they can find a convenient time that works for them. There's a bunch of offerings out there, look and find what works best for you.

Thirdly, make sure that you pose powerful questions, not just the usual humdrum questions like "How are things going?" But ask questions such as "What are the top three challenges that have with you right now?" Be specific, be clear.

Fourthly, go wide first then drill down and probe further. Find their problems and focus on the key ones for them.

Fifthly, from the problems that you've identified, uncover what the implications are of these problems and challenges. What do they mean for them? How is it hurting them? Both for the business and personally.

Next, make sure you position yourself to the prospect so that you can demonstrate how you can help them in dealing with these implications. and the value you can provide and help them realise in doing so.

Finally, determine and agree what the next steps are for both you and the prospect, and hwo will do what and by when.

A quick tip here, never agree to doing something where you are the only person taking action, and they are doing nothing, because that means they're not engaged. There must be a quid pro quo. If you do something for them, they must do something for you that involves them in moving themselves along the sales process.

So, these are the 7 steps that you need to prepare for and take before, during and after your Zoom meeting with your prospect or client.

If you found this useful, then come and join us in our Facebook group, the Growth and Profit Dojo for business owners and leaders looking to grow their business and you can find more useful tools, tips and techniques. Just **click here**, and make sure you answer all 3 questions to get in! 😊.

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