

A Cup of Coffee is More Than a Cup of Coffee

The easiest, most effective way to meet new people and open the discussion of new business is through what we call **The Cup of Coffee Approach**.

Using this simple idea, a sales person can build their networking reach, add new suspects to their CRM and help build word-of-mouth about their business. Without asking for any commitment beyond a little caffeine, a sales person can borrow 30 minutes of time from a potential customer. The net result will be that they tell us about themselves and their businesses and learn a little about what we do.

Keep it Simple

There is no need to ask a new suspect to consider your service or pass judgment on a new product. All that a sales guy or gal needs to say is, "I'd like to get to know you. How about a cup of coffee? How does Tuesday look, or would Thursday work better for you?"

Coffee is a language in itself. Everyone drinks it. Most everyone will join you for a cup if you ask.

A hot cup of Joe is the ignition that gets the day (and business) going every morning. That cup of black liquid is really a lot more than meets the eye. Coffee and sales go together like PB and J.

Prospecting with Coffee

A cup of coffee is a . . .

- Ritual that sales people and customers use to break down the walls that separate them.
- Metaphor for opening a relationship that may lead to sales and referrals.
- Great way to effortlessly meet new people.
- Powerful and efficient precursor to new sales.
- Quick intro to what makes others tick, providing highlights of their dominant buying motives (DBM).
- Painless audition to see if the sales person and the suspect should work together.

Most sales people need new potential customers. Those same sales people probably drink a lot of coffee - too often by themselves. The smart ones take their own caffeine addiction and team it up with their prospecting needs.

If you are going to drink it anyway, why not turn a cup of coffee into a whole lot more?

If you find the *MintonDickes Monday Minute* interesting and valuable, please forward it to others and encourage them to give us a call at **402-218-3036** or contact us at brucedickes@mintondickes.com to add them to our distribution.

About MintonDickes

MintonDickes Consulting offers organizations decades of experience to deliver improved results more quickly, more successfully and more affordably in the long-run.

Not a one-size-fits-all or cookie-cutter approach. We help clients challenge conventional wisdom to achieve order of magnitude improvements.

Our job is to provide the opportunity to out-think the competition and implement the critical solutions for meaningful and lasting impact.

**WE WON'T PROMISE MIRACLES.
WE CAN PROMISE RESULTS.**