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Communication in Prospecting

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Many people do not give the area of communication much thought in their day-to-day lives, so it is very understandable why its importance is often overlooked in the prospecting part of marketing/sales.

We have three levels of communicating available. Studies show that 100% of successful communicating is made up of all three of these areas. This article will list them in order of how most people place their importance and use them when they convey their messages to one another. This article will also indicate by percentage how these studies view their effectiveness.

Level One – Content

Content is the words we choose and use; mostly in our written words (advertising) but also the content of our spoken dialogue". Studies say this level accounts for only 7% of the potential for communication success.

Level Two – Voice Toning

The way we say it." Studies say this level accounts for 38% of our potential ability in communicating.

Level Three – Body Language

Facial and Body Movement" Studies say this level accounts for the greatest portion at 55% of our ability to communicate with others.

These values are taken from studies by: Dr Albert Mehrabian, Professor Emeritus at UCLA.

The Essence of Communication

When we look at the results of the studies made by Dr. Albert Mehrabian we should understand why most of the prospecting efforts fail in communicating with others.

What you can expect

1. 7% is accessed - when sales people send or drop off printed material and hope for a call from

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the client. 93% of their potential effectiveness which are (Levels 2 & 3) will remain unused.

2. 38% additional potential can be accessed, if sales people are able to talk to a prospect by telephone. Now 45% has been accessed if they combine content with voice delivery. 55% is still untouched in Level 3.

This does not mean that they will be 45% effective as no effort is perfect. Their effectiveness will be determined by how well they are able to perform the skills of creating content and talking on the telephone.

Add a face meeting

Seeing the prospect in person provides access to the final and largest part of communication – the 55% where one can use Body Language as well as observe it to communicate. Because this body language feature occurs in both presenting your offerings and also in observing the client’s reaction to your presentation, it is absolutely essential for optimum results.

In most prospecting efforts, the goal is normally to arrange a face meeting so that a company and offerings can be presented. Here, sales people will find out the extent of a prospect’s needs and interest for products or services. In sales we say “most prospecting efforts” because many direct sales companies use just telemarketing (content and voice components) to get the sale.

For the rest of the prospecting methods, that is why sales people should try to get a presentation in person to make use of all three levels of communication. Of course there is the initial prospecting process of qualifying the client before a meeting occurs.

The face meeting does not mean that there will be 100%-effective communications but sales people then have access to 100 percent of the process. It only means the opportunity is there to use all three levels.

Rate your Present Communication

CONTENT or promotional material	0 to 7%
VOICE delivery of your message?	0 to 38%
BODY LANGUAGE when talking?	0 to 55%
Total	100%

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For the average person the rating would probably be:

If this is the normal expected level of communications for most sales people without any type of training, why do they limit themselves to this maximum 37 to 47% chance of success?

If sending or dropping corporate/product material to introduce yourself is only 7% of your Prospecting Job, you may get lucky if there is a need and this will create interest in your product or service.

A telephone call and a brief conversation gives a much improved chance and adds another 38% potential in prospecting efforts.

All communication capabilities are needed in a face meeting. This is where all levels of communication have been employed.

Many companies who have their sales people drop off or send corporate material feel that they have done their prospecting job but in reality, they are just getting started. It is important to use all three levels of communications to complete full prospecting responsibilities. The goal is to make the most out of each communicating level, and get as close to the 100% effectiveness target as possible.