

## 2 Biz Building Questions to Ask Yourself

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**Ed Gandia:** Hi, everyone, Ed Gandia here. Back in my sales days, one of my biggest frustrations was selling products that didn't just sell themselves. Now, I was a top performing sales person everywhere I worked. But when it came for a prospect to make final decision I often encountered hesitation from them. And I'm talking about the kind of hesitation that would lead to delay and the kind of delay that would eventually lead to a lost sale.

Years later, I realized that the reason I had so much difficulty was that in many cases I was selling products that my prospects perceived as important or nice to have and not necessarily critical. In a good economy, you can definitely make a nice living selling important or even nice to have products and services. It's not always easy, but if you're sharp, if you're motivated, and if you truly believe in what you sell, you can do fairly well. But in a more competitive economy such as the one we're facing right now, you do not want to be stuck selling lower priority products or services.

As a freelance professional, this means that you have start thinking long and hard about two key things. First, how are you communicating your value to your prospects? So are you positioning yourself as a better alternative to competing freelancers either because of your background, your experience, your track record, specific skills that you have, or other important attributes? Are you proving your value with actual examples with testimonials and other important credibility builders? Or are you still using platitudes such as we are a full service provider or we offer end-to-end solutions or the one I hear all the time we're the premier source or we try to exceed client expectations every time? In other words, the kind of language that doesn't quite resonate with a decision maker who's in a panic mode right now. So that's the first important question.

The second important question you must ask yourself right now is: are you going after clients that are actually doing well and maybe even growing right now because of the economy? So are you marketing your services to organizations that are taking advantage of this situation we're in right now to pause, take a hard look at your businesses, and make smart decisions that will enable them to come out of this mess even stronger? Or are you chasing prospects that are poorly positioned to win in this cutthroat environment?

So I'm really talking about taking a two-pronged approach to evaluating your current prospecting efforts. First, you need to make sure that you're communicating credible value and in a way that resonates with what your prospects are facing right now. And second, you need to make sure that you're going after organizations that are





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positioned for strength and that are doing the right things to come out of this economy stronger and more profitable. Make sure to take some time over the next few days to think about these questions.

Don't underestimate their importance. I know they sound like very, very simple questions, which might lead some people to believe that they're unimportant. The answers they give you and the adjustments that they're going to force you to make could very well change the direction of your business for the better this year. In fact, I have an assignment for you.

For prospects, you proactively go after and I'm talking about outbound efforts, people you actually reach out to. I realize that you might have prospects that come to you. They find you via word of mouth or through referrals. But for prospects, you were proactively reaching out to, take a harder look at them and ask yourself, are these organizations growing? Or do they at least seem to have a plan in place to grow and improve their financial performance?

If not or if you haven't yet built list of prospects you're going to go after this year, I urge you to start creating a list of prospects that are either in industries that are growing or selling products or services that are in demand right now either because they have technology a few others have or they have a brand presence others can't match. Or maybe they're better positioned to compete in this economy. As you build a short list of prospects you're going to go after this year, make this factor, your number one requirement before you start filtering if you will for other factors.

Hope this has been helpful for you. This is Ed Gandia. Have an awesome day.

