

## **Creative Entry into Accounts**

When I hear, "I'm too busy to meet", I counter with either, "In a 24 hour period do you ever eat?" or, "Do you ever have time to eat breakfast or lunch?" The other person will respond with a laugh, or maybe a slight irritation and say, "Of course, I eat!" This is the exact moment when you come back with an offer to bring them coffee and bagels, or a gourmet sandwich and drink so that you can meet in their office.

You are probably asking why would they say "Yes"? They need to know the information you are willing to share, but do not have the time to research it. You will be saving them a lot of time by talking over breakfast or lunch without them having to leave their office, and they will enjoy free food. There is something about the offer of free food that warms a Person's heart and mind. You become their friend. You understand their terrible predicament. And, once again you have raised the bar against your competitor.

### What were the results of this free food offer?

Just the offer of free food was enough to get me in the door. Some prospects have said, "I would be embarrassed to accept your offer, but you sound very nice, so let's meet after all." Others have accepted my generosity and thanked me profusely for it. But in almost every case, the free food paved the way for making sales. The offer enabled me to sell to high tech, Government accounts, and Fortune 100 and 500 companies. Either way, it's a great beginning or door opener for the sales cycle and it becomes fun for both parties.