



Sales Strategy: Try Name Dropping

Description

In sales, you cannot underestimate the impact that name dropping can have on your sales success. Mention some clients youâ??re helping when you speak with a prospect. Suddenly they can visualize how youâ??ll be able to assist them in the same way. Talk with your Centers of Influence (COIs) about your past clientsâ?? successes; theyâ??ll immediately understand the value of your product or service, and theyâ??ll feel more confident about recommending you to their network.

How and when is it best to name drop? Try:

- **During your 30-second commercial.** Youâ??re sharing about yourself and what you do, so this is a great time to briefly touch on the names of a couple of your past or current successes.
- **In a networking or one-on-one meeting.** Talking about what you do? Share a story about a client youâ??ve been able to help.
- **When youâ??re trying to get in the door with a prospect.** Itâ??s always beneficial to let them know that youâ??ll already be in their area as it can help to get the appointment scheduled. This is the perfect time to mention who youâ??ll be meeting with nearby.
- **As youâ??re handling objections.** Thereâ??s no better way to address a concern a prospect brings up than by articulating a story of another company youâ??ve worked with that originally felt the same way or expressed similar objections.

Name dropping can be an extremely useful sales strategy, giving you instant credibility that may just help you build your pipeline and land more sales.

Want assistance with keeping your pipeline filled with good, qualified prospects on a consistent basis? [Contact BDU](#) and find out how we can support your efforts so that you can meet â?? and exceed â?? your sales goals.

Category

1. Articles and Blogs
2. resources

Date Created

February 26, 2020

Author

lisa-peskin

default watermark