

# B.L.U.F. Your Prospects to Close More Business

By Wesley A. Ford

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Are you interested in Return On Investment? If so, then you need to know the importance of B.L.U.F., a common sense sales approach to drive the bottom line. You'll save time, increase your close ratio, get more business and gain referrals. You'll be impressed by how little effort it takes and how much your prospects will appreciate it. This article will explain how utilizing B.L.U.F. saves time, produces sales, and referrals."

Your time and your prospects are valuable, so don't waste either. If you've set up the meeting properly, you already have a good idea what the prospect needs. The prospect has given you the meeting, the first buying signal. Set your meeting for no more than twenty minutes. Pre-meeting rehearsal will save you time. You will project confidence, knowledge and credibility. Many sales people attempt to "wing it" based on their experience. Once introductions are complete, BLUFF begins... Bottom Line Up Front. You state all of your objectives and those of the prospect. There are three key points that you must ensure that you touch on at this point.

## Key Points

- Rehearse your presentation
- Ask for their business
- Stick to your timeline

During your meeting, you must ask key questions to ensure your success and help your client with their buying decision. Use open and closed questions. Open questions encourage people to share their ideas, experiences, perspectives and opinions. They provide an opportunity to learn specific information that you need and valuable information you may not have known you need. Open questions often begin with words like "why", "what" and "how". Closed questions limit the range of answers that are possible; often the only answers are "yes" and "no". Alone, this one step will help increase your close ratio. Last, proactively listen.

## Key Points

- Ask key questions
- Use Open and Closed questions
- Listen to your clients

Once you've closed the sale, don't stop. Midways through the completion of the project propose another project. At this point, you should have a better understanding of your client's needs, and

future needs. You have gained their trust, shown your ability to deliver and established a relationship. The first project allows you to build rapport with your client. Providing better customer service than you would expect yourself will develop more opportunities. Remember to tell your clients that the best form of praise is a referral, and then ask for them. Notice I said, "them." The plural form. Ensure to ask for several.

### Key Points

- Midways proposal
- Ultimate Customer Service
- Ask for referrals

You can see why using the Bottom Line Up Front is so important and easy to use. You'll save time in your presentations, get what you ask for...business and referrals. All of this translates into sales, your Bottom Line Up Front.

Wesley A. Ford is co-founder of Immediate Impact, Inc., a multimedia company and much more. To learn how to make an immediate impact for you or your company, go to [www.immediate-impact.com](http://www.immediate-impact.com) . To learn more about the B.L.U.F. System, contact Wesley direct at [wes@immediate-impact.com](mailto:wes@immediate-impact.com).

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