

## Researching Your Prospect



When you take the time to research your prospect before a meeting, you show that you're invested in their success. This not only builds trust but also allows you to tailor your pitch to their specific needs. A generic pitch won't get the same response as one that directly speaks to their goals, challenges, and industry trends.

## Research the Company

Begin by gathering essential details about the company. Look for recent news, press releases, or updates regarding their achievements, challenges, or future initiatives. Understanding their latest developments provides valuable context and allows you to align your pitch with their current goals. Additionally, review their key products or services to identify how your solution complements or enhances their existing offerings.

Key areas to research:

- Recent company news, such as acquisitions, expansions, or product launches
- Industry trends that may impact their business
- Their core products or services and target market

For example, if a company has recently expanded into a new market, position your offering as a tool to help them scale efficiently or capture additional market share. Demonstrating this level of insight builds credibility and strengthens your approach.

## Research the Decision Maker

Equally important is understanding the individual you will be meeting with. Research their role and responsibilities within the organization to ensure your messaging aligns with their priorities. For instance, a marketing director may be more interested in ROI-driven strategies, whereas a COO might focus on operational efficiency.

What to research:

- Their role and primary responsibilities
- Their career history and previous experience
- Any thought leadership content they have shared (e.g., LinkedIn posts, interviews, articles)

Explore any public statements, articles, or social media posts they have shared to gain further insight into their perspective. LinkedIn is particularly useful for identifying shared connections, recent accomplishments, or professional interests, which can help build rapport.

## Identify Common Ground

Building rapport early in a meeting is essential for creating a comfortable and productive conversation. One effective way to do this is by identifying common ground with your prospect. Shared experiences, mutual connections, or even similar professional interests can establish a sense of familiarity and trust. This can be as simple as mentioning a common LinkedIn connection, referencing an industry event you

both attended, or acknowledging a challenge that is specific to their field. When prospects feel that you understand their world, they are more likely to engage openly and be receptive to your insights.

To identify common ground, research the prospect's background and industry before the meeting. Look for relevant touchpoints in their LinkedIn activity, company blog, or professional associations. If they have spoken at an event, published an article, or engaged in a relevant discussion, referencing these contributions can serve as a strong icebreaker. Additionally, if you share a mutual connection, a quick mention can establish credibility and make the conversation feel more natural. The goal is not to force a connection but to create a genuine link that fosters trust and engagement from the start.