

Mental Telepathy: The Secret to Success

By LeadGen.com

If you want to know what your prospects are thinking, you could just ask them. Assuming they're within earshot, and they're in the mood to tell you, all you have to do is ask.

But what if they can't hear you? What if they're too far away? Or they won't answer the phone? Or they refuse to answer your questions? Or what if you don't even know who they are, so you can't ask them? How can you know what they're thinking?

And that's a problem. If you can't know what they're thinking, how can you possibly help them meet their needs?



Mindreading Leads to Understanding

Even under the best of circumstances, such as when you're talking directly to a prospect who can clearly articulate their needs, "understanding" is difficult. First of all, you inevitably approach the conversation with your own biases that are bound to color what you hear. And the prospect invariably leaves some important things out. As a result, you often have to go through an elaborate discussion to gain a mutual understanding. And by then it may be too late to actually sell them anything.

If I Know What You Know, I Can Think What You Think

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On the other hand, what if you could know exactly what your prospects are thinking? Wouldn't you be in a better position to solve their problems? And wouldn't they then reward you by buying your products?

Mindreading Is the Key to Success

Imagine how mindreading – mental telepathy – could help in these familiar situations:

- You've just cold-called a prospect. And so you build a little rapport, and you give them your pitch about how your product can save them thousands of dollars a year. But – unknown to you – they just found out that their trip to Seattle is delayed, and they have to cancel their flight, car rental and hotel reservation, in addition to figuring out how to reschedule the trip. So they don't pay any attention to what you're saying, but instead tell you they're "not interested."
- Or let's say you send out an email blast. Of the 5,000 potential recipients, 4,700 people routed it directly to their spam folder. Of the remaining 300 recipients, 280 of them deleted it because they didn't recognize your return address, and so they think you're trying to sell them something that they don't currently need. The remaining 20 were looking for an email from their bosses, so they scrolled right past yours, never to be seen again. So you end up with no responses.
- Or let's say you posted some content to LinkedIn. No one saw it. And you wasted six hours writing it.

Have these things ever happened to you?

There's a Better Way

But what if, instead, you could know exactly what these people were thinking – exactly when they were thinking it. Wouldn't you call when they weren't doing anything important? Or better, wouldn't you call precisely when they were working on the very problem you could solve?

Wouldn't you send them an email that addressed the very challenge that they want to address? And wouldn't it be better to know what content is relevant, rather than guessing?

A Mind Is a Terrible Thing to Waste

Intuition is fine if you don't care about outcomes; but ignoring what the prospects in your market are thinking is being "penny wise and pound foolish." Sure, mental telepathy takes some extra effort.

But if you know what they're thinking, and when they're thinking it, you can design your solution – and your marketing program – to hit just the right notes.