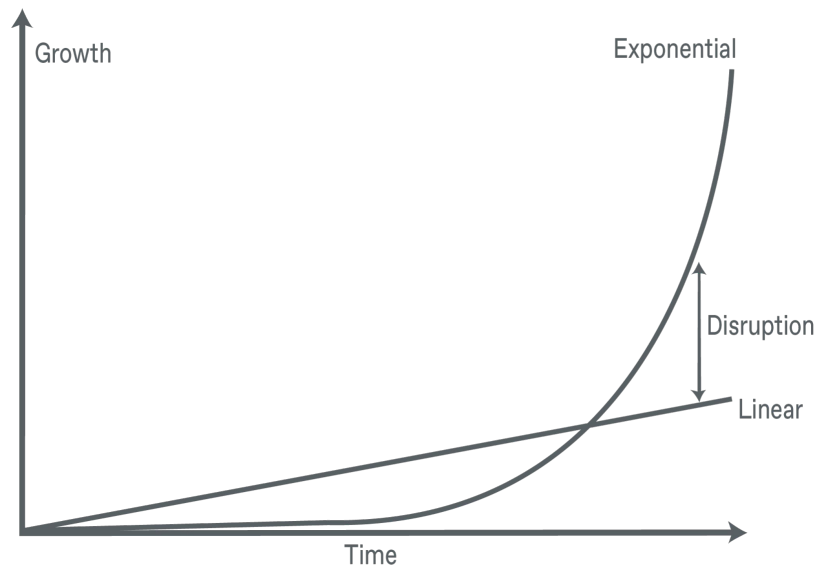


Prospecting

And why it is an integral part of the sales process

Easy is the mother of mediocrity.

- Inaction breeds doubt and fear; action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it, go out and get busy.
- Failure is the cumulative impact of many poor decisions, slips in self-discipline, and things put off until it is too late.



To be effective, know what you want and ask for it.

- Your prospecting message must be quick, simple, direct and relevant.
- When you choose weak, passive words, it sends a message that you lack confidence. This should not be confused with avoiding scary words while closing the deal.
- Courage is developed in the presence of fear; not through ignoring or denying it.

Questions to ask yourself:

- How many of you asked for at least one referral in the last week?
- How many of you send a LinkedIn connection request each time you meet a new customer or potential prospect?
- Why do my customers choose to do business with me?



Questions to ask your customers:

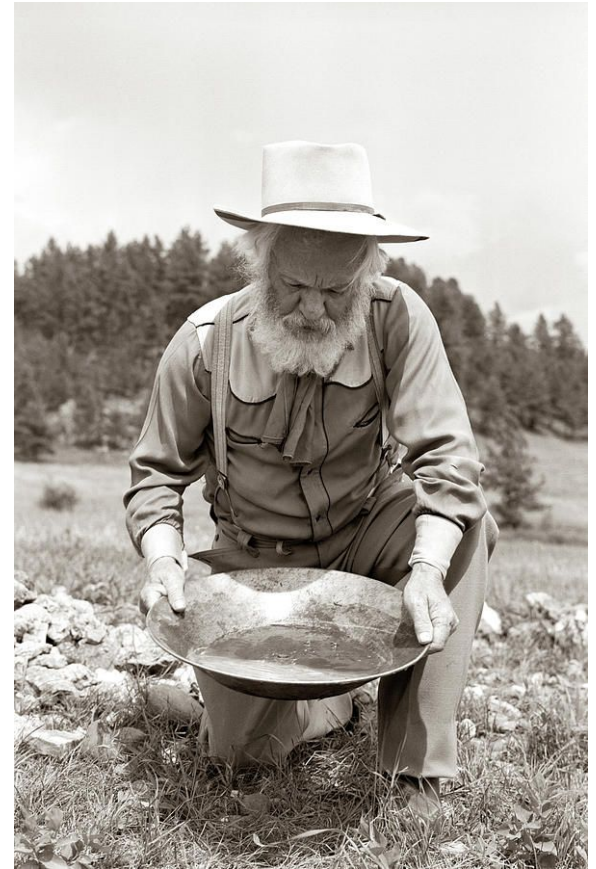
- Can I have 15 minutes of your time because I would like to learn more about your company?
- Why don't we schedule a short call to help me learn more about your unique challenges?
- What do you want?
- How do you plan to get what you want?
- How much do you want it?

The Real Secret to Sustained Sales Success

- The path is brutally simple but not easy. The answer is fanatical prospecting.
- Superstars are relentless, unstoppable prospectors.
- Fanatical: motivated or characterized by an extreme, unbridled enthusiasm.
- Superstars view prospecting as a way of life.

How to prospect:

- Telephone prospecting
- Email prospecting
- Cold calls
- Networking
- Asking for referrals
- Knocking on doors
- Following up on leads
- Attending trade shows
- Striking up conversations with strangers



To out-earn, you want a gigantic deal pipeline

- The first step in building an endless pipeline of customers is acknowledging the truth and stepping back from your emotional need to find easy street.
- Prospecting is not easy. To get what you want you must prospect consistently.



Do not be afraid to interrupt

- If you want sustained success in your sales career, you will have to interrupt prospects. Channels: phone call, email, text message, LinkedIn, etc.
- Stop Seeking the Easy Way Out and Start Interrupting and Engaging
- Know the difference between cold calls, warm calls and hot calls.
- Just make that call!
- If you don't interrupt relentlessly, your pipeline will be anemic.



How to interrupt someone politely

Excuse me for interjecting in but...

Sorry for interrupting but...

Just a moment, I'd like to...

Mind if I just interject / bring something up for a second?

I'm sorry to interrupt, but...

Excuse me (name), may I add to that ...?

Excuse me. Could I talk to you for a minute?

Do you mind if I just say...

If I could just come in here. I think...

If I can just stop you for a moment ...

Can I add something here?

May I interrupt for a second?

Before you go on, I'd like to say something...

Can I just mention something?

Can I just say something here?

More on how to interrupt politely

- DON'T CONTRADICT
 - It kills the flow of conversation and starts the flow of competition.
 - It puts people on the defensive.
- PICK THE RIGHT MOMENT
 - “The opposite of talking isn’t listening. The opposite of talking is waiting.” Fran Lebowitz
 - Don’t be ready to pounce.
 - Wait until the speaker completes their remarks or transitions to a new point or topic.
- CHOOSE YOUR “ASK”
 - Ask for permission: “Mind if I jump in?” “Forgive me for interrupting.”
 - Ask for time: “Allow me to make a quick suggestion” “Can I be rude for five seconds?”
 - Ask for clarity: “Can you explain that a little more?”
- INTERRUPT WITH A COMPLIMENT
 - “You have really made me think.” “You’ve sparked a lot of ideas.” “I agree with you but I’m curious about one thing.”
 - Look for common ground.
- CHOOSE YOUR STYLE AND TONE
 - People can pick up on tone immediately.

Do not “get married” to any one method

- In sales, consistently relying on a single prospecting methodology consistently generates mediocre results.
- Balance your approach based on your industry, product, company, territory and tenure in your territory.
- **Avoid the lunacy of one size fits all.**
- **Drop the “I’m better at...” excuse.**
- If you are new in your territory, be prepared to do a lot of work developing prospects.
- Find out what the top people in your organization are doing to develop qualified prospects, then do what they do.

How prospecting affects sales

The universal law of need.

The more you need something, the less likely it is that you will get it.

Desperation magnifies and accelerates failure.

You are most likely to get what you focus your thoughts on. When you are desperate, you focus on what will happen if you don't get what you need, thereby attracting failure.

Prospects and customers naturally repel salespeople who are needy and desperate.

The 30-Day Rule

Activity gap in sales activity in December led to low sales in March.

The rule states: the prospecting you do in this 30-day period will pay off for the next 90 days.

The Law of Replacement

You must constantly put new prospects into your pipeline to replace those that naturally fall out.

Replacement must be at a rate that matches or exceeds your closing ratio.

The anatomy of a sales slump

99% of sales slumps can be linked directly to a failure to prospect.

- You ignore the 30-day rule and stop prospecting
- Because you stopped prospecting you ignored the law of replacement and your pipeline stalls
- You stop closing deals because the prospects in your pipeline are dead
- Erosion of confidence
- Negative self-talk, feeling down
- Lost energy and motivation to prospect
- You call the same dead-end prospects because you don't feel like prospecting
- Already stale pipeline gets worse
- Desperation and universal law of need



The first rule of sales slumps

- The first rule of holes is: when you are in one, stop digging.
- When you are in a sales slump, start prospecting.
- Worry will not change the future.
- Your future does not lie in the past.
- Put all of your emotion and energy into actions you control.
- It is far more important that you prospect consistently than that you use the best techniques.
- You will connect with the right people at the right time.
- The cumulative impact of daily prospecting is massive.
- Most sales people never 'get lucky' because they only do the minimal amount of prospecting to just get by.