

When to Prospect

November 2020

In this second edition of The Sales Skinny newsletter, we will discuss another topic that is pertinent to increasing your sales numbers. This month's topic is when to *prospect*!

Your job is finding people to sell to and selling to the people you find. So, when do you prospect? You should be prospecting all the time. Every minute, every hour, every day, all week, all month, all year. But since you have other tasks to accomplish, how can you maximize the time you spend prospecting to yield the best results?

According to a 2017 study by CallHippo, the best days to prospect are Wednesdays and Thursdays. Another study by

XANT (formerly InsideSales.com) concluded that the best time of day to prospect is between 4:00 and 5:00 p.m. Their data showed that late afternoon prospecting calls are 164% more successful than early afternoon calls (1:00 to 2:00 p.m.). In other words, don't prospect right after lunch if you can help it!

Today's prospecting is next month's income. If you don't prospect today, you and your family don't eat, pay your mortgage, pay your car payment or anything else that requires money. You must continually prime the prospecting pump.

Good luck, and happy selling.

