

# Prospecting

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rid of prospects; they will either buy or not. For every sale you make (or lose), you must replace that person with additional prospects or leads.

I once heard a salesman say, “The only problem with making a sale is you lose a good prospect.” In other words, every sale - made or lost - must be replaced with new lead. So, as soon as you make a sale, you are unemployed and have to find another one.

Good luck and happy selling!

If this email is hitting your inbox, that means you have engaged in some sort of sales training with me in the past. Whether we trained together last week or last year, there’s never a time to stop “sharpening the saw.” If you want to be successful in sales, an appetite for learning is required.

Every month, you can expect to receive an email like this one from me. I’ll keep it short and sweet - focusing on just one aspect of sales. Hopefully it serves as a helpful refresher

and the encouragement you need to seize the day! To be successful in selling, you must become an absolute terror in the activity of prospecting.

No matter how well you close, handle objections, make presentations, or how good your product is, this activity will be the primary supporting weapon to provide you a never-ending flow of people who will benefit from your products and services.

Sales is a numbers game. It is a constant process of getting

