

Prospecting - Making Things Happen

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You know, I like to talk a lot about prospecting, because prospecting is one of those things you must do right every day or suffer the consequences of not making enough money. And I also know that many salespeople do not like or want to prospect. Do you? Do you like it? Do you want to prospect?

Of all the things you must do as a successful salesperson, prospecting is the most important. Now, you might say you get plenty of leads from your company. And I would say...REALLY??

You know, selling is one of the only jobs in America that allows you to make as much money as you want to. And, you don't have to have an MBA or PhD or anything like that to make the money. You must have a drive and ambition to do well. You must get on it every day. And if you develop the success habits that great salespeople have, you will make a lot of money!



Now, you can sit back and wait for things to happen, or you can **MAKE THINGS HAPPEN**. Prospecting allows you to insert some control into your business. If you stay within the bounds of reason, you can identify your **IDEAL PROSPECT** with two questions:

Do they need you (your services)?

And...

Do you want them?

Sales Skinny



SALES TRAINING NOTES

Market Segments

There are hundreds of potential customers who can fit the characteristics you want for a customer. Part of the problem with some salespeople is they go after anybody and everybody with a dollar. I'm sure you have customers in your fold that drive you crazy and you'd do anything to get rid of them. There are just some prospects you don't want to deal with. Begin your prospecting efforts as if you were a strobe or flood light. You want everybody to know that you exist and will pursue a variety of markets.

As you obtain success with any group, devote more of your time and energy to similar prospects. As you become even more knowledgeable about a particular market segment, you become an expert. Like-businesses congregate in like-territories. Look at your territory and I'll bet you have specific profiles or types of companies which dominate the landscape. As you increase your expertise toward the types of companies in your territory, you will get stronger helping those businesses or people.

Success Through Daily Goals

To get the good things in life, there is a price to pay. To be successful in sales you must have a never-ending string of prospects to see. To be successful in sales, you must realize sales is a numbers game, and if you work the numbers, you will eventually reap the rewards.

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Jack