



10 Chapter Ten: Prospecting Behavior

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts



► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies



► Chapter 6:
Uncovering
Budget

► Chapter 7:
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► Chapter 8:
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► Chapter 9:
BAT-ting
Average



► **Chapter 10:
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Prospecting Behavior

Chapter 10: Summary & Learning Objectives

Chapter Description:

Participants will be familiar with the processes to identify, organize, and track the activities required to achieve sales goals and to develop an appropriate prospecting phone call.

Chapter Outline:

- ☐ Manage Your Behavior
- ☐ Cookbook for Success
- ☐ Developing a Prospecting Cookbook
- ☐ Prospecting Activities Worksheet
- ☐ Your Competitive Advantage
- ☐ The 30-Second Commercial
- ☐ The No-Pressure Prospecting Call

Chapter Objectives:

At the conclusion of this Chapter, you will be able to:

- ☐ Identify the activities required to achieve his or her sales goals.
- ☐ Develop an appropriate plan to implement the identified activities.
- ☐ Develop an appropriate 30-second commercial and prospecting phone call outline.



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Manage Your Behavior



You can't manage anything you can't control.



Never manage your numbers; manage your behavior.

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Cookbook for Success

1. Define exactly what you want to accomplish:

- ☐ Start with your personal financial goals.
- ☐ List the “have-tos” and the “want-tos.”

2. Establish ground rules for the future:

- ☐ Determine the monthly amount for each item.
- ☐ Determine your total monthly obligation.
- ☐ Determine your weekly and daily financial goals.

3. Determine the number of sales you need to meet the goals:

- ☐ Determine the activities needed to make the sales.
- ☐ Determine the number of times you must engage in these activities.

4. Decide if the numbers are realistic:

- ☐ Evaluate the number of sales required.
- ☐ Evaluate the activities required.
- ☐ Readjust your goals if necessary.



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Developing a Prospecting Cookbook

You can't build a prospecting plan without first determining what you want to accomplish.

Your Cookbook for Success

My Monthly Financial Goal		[A]
My Average Monthly <u>Salary</u>		[B]
Amount of <u>Commission</u> Needed each Month	[A - B]	[C]
Commission Earned on an Average Sale		[D]
Number of Sales I Need Each Month	[C/D]	[E]
How many presentations does it take to close one sale?		[F]
How many initial meetings does it take to get one presentation opportunity?		[G]
How many prospecting contacts does it take to schedule one initial meeting?		[H]
How many prospecting contacts must you make each month?	[E x F x G x H]	[I]
Daily Prospecting Contacts Needed [Divide the final number [I] by the number of work days per month.]		

Is the number realistic? **YES** ☐ **NO** ☐

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Prospecting Activities Worksheet

Month: April

ACTIVITY	FREQUENCY	GOAL	PREPARATION
Telephone Cold Calls	2/week	48 contacts	Compile and print leads list
Walk-in Cold Calls	3/week	3 contacts	Prepare and rehearse possible receptionists' requests
Referral Meetings	4/month	4 contacts	Compile list; schedule time to make calls
Networking Events	3/month	18 contacts	Rehearse 30-sec. commercial
Resurrection Calls	1/week	12 contacts	Compile master list; schedule time to make calls
Total Contacts for the Month:		85	



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Prospecting Activities Worksheet

Don't manage your numbers; manage your behavior.

Month: _____

ACTIVITY	FREQUENCY	GOAL	PREPARATION
Total Contacts for the Month:			

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Your Competitive Advantage

1. Why do your clients buy the type of product or service you sell? (What problems does it help them solve or avoid? What does it help them achieve?)
2. Why do they buy from you? (What do you have to offer that they can't obtain from your competitors?)
3. What would your clients lose, forfeit, or miss out on by not buying your product or service, or not buying it from you?

Create a pain statement based on the above information:

Examples:

Ad Specialties Business: Our clients recognize that quality products, competitive prices, glowing testimonials, and industry awards don't mean a thing if your potential customers don't remember who you are or how to get in touch with you.

Marketing/Advertising Consultant: Typically, our clients are small businesses who came to us because they were tired of spending a lot of money on glitzy advertising campaigns that were unique and memorable, but didn't bring customers through the doors.



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The 30-Second Commercial

1. INTRODUCTION		
2. CAPSULE SUMMARY OF YOUR BUSINESS	PAIN STATEMENT	
	BENEFIT STATEMENT	
3. HOOK QUESTION		

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The No-Pressure Prospecting Call

The No-Pressure call takes the pressure off the prospect. By seeming to give the prospect control, you are able to have a direct conversation without triggering the prospect's defenses and the typical put-offs and objections that arise.

No-Pressure Prospecting Call Template

ELEMENTS	EXAMPLES
OPENING	☐ Name and company ☐ Did I catch you at a particularly bad time? ☐ Do you have two minutes to speak on the phone and determine whether or not you and I need to have a conversation today? ☐ If prospect says no to previous question, say: When would be a better time to call back when you would have two minutes to talk?
UP-FRONT CONTRACT	☐ Would it be OK if I briefly tell you why I've called and then you can decide if we should continue the conversation? Are you comfortable with that? ☐ Suppose I explain why I've called and then you tell me if we have some thing to discuss. Would that make sense?
30-SECOND COMMERCIAL	☐ Insert the pain statement, benefit statement, and hook question from your 30-Second Commercial
CLOSE	☐ Based on what you're telling me, it sounds like it would make sense for you to invite me in to discuss this further. What do you think? ☐ May I make a suggestion? Why don't you pick a day when you can invite me over to discuss this further?
POST-SELL	☐ Should I write this in my calendar in pencil or pen? ☐ Can you think of anything that will come up between now and then that would force you to cancel the appointment?



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Lessons Learned & Knowledge Testing

Chapter Summary:

Key takeaways from this Chapter:

Hopefully, you now have a better understanding of the prospecting behavior required to reach your goals.

You should have begun working on your Cookbook for Success with:

1. What you want to accomplish.
2. The ground rules for your future performance.
3. The number of sales you need to reach your goals.
4. An understanding of whether they are realistic or not.

A completed Cookbook will tell you how much behavior you should do every day to achieve your goals. Remember, when prospecting the only thing you can control and manage is your activity or behavior.

You should have an understanding about which prospecting activities are best for your situation and how much you need in your prospecting mix.

You can also begin practicing your 30-second commercial with your introduction, capsule summary, and hook question. It may help to memorize it at first, but try to practice it enough to deliver it naturally with the right words, tonality and body language.

Finally, perfect your No-Pressure Prospecting Call by learning the five steps: Opening, Up-Front Contract, 30-Second Commercial, Close for Appointment and Post-Sell. Remember, there is no need to rush in, give the prospect ample opportunity to invite you in—no begging!

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Lessons Learned & Knowledge Testing



*Observations & Revelations:
During this Chapter, I learned:*

As a result of what I learned, I will:

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Knowledge Testing

What information should you have to begin working on a Cookbook?

A completed Cookbook will tell you how much _____
you should do every day to achieve your goals.

When prospecting, what is the only thing you can control?

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Knowledge Testing

List the five steps of the No Pressure Prospecting Call:

1. _____
2. _____
3. _____
4. _____
5. _____

List the three components of a 30-Second Commercial:

1. _____
2. _____
3. _____



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Notes

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