



Prospect The Right Way:

SIX TIPS TO MORE LEADS

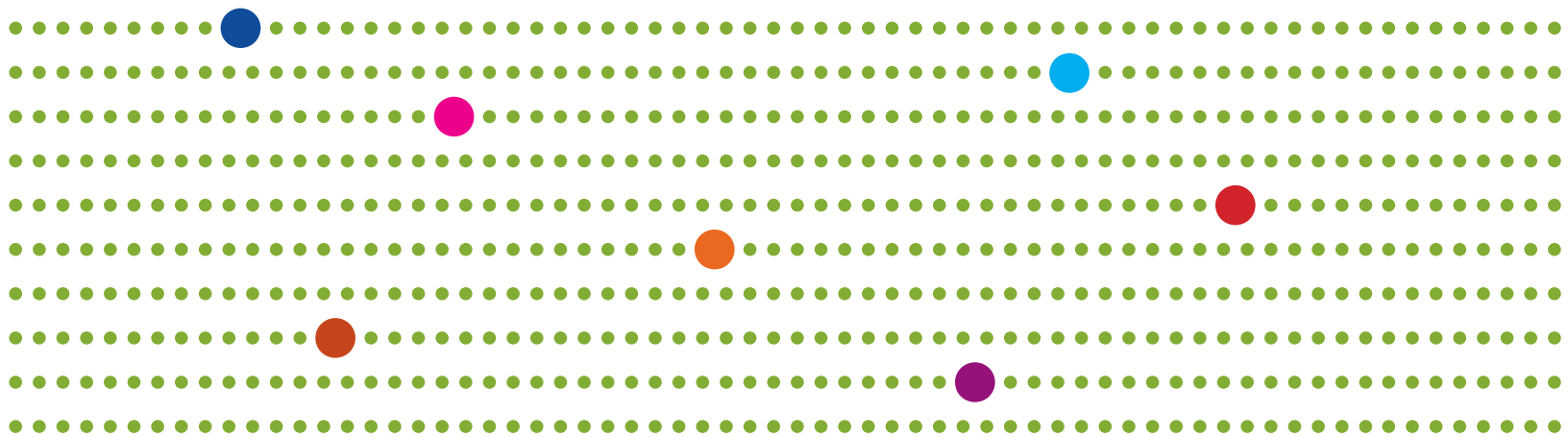
Signature[®]
WORLDWIDE
business and training solutions

Introduction

Regardless of what business you are in, sales prospecting is an essential practice. Whether you're in a business development, direct sales or hybrid role at your company, it's imperative that you find the optimal way to hit and exceed your target goals and drive the optimal revenue mix. Unfortunately, all too often many sales professionals leave money on the table by reactively relying on inbound online, in-person and phone inquiries rather than taking a strategic, tactically sound approach to acquiring new business. Some sales professionals may even avoid prospecting altogether, fearing it is too time consuming and a chore.

One of the many challenges with sales prospecting is that it is often hard to know how to find the right person.

The Gartner Group reports that in a typical firm with 100-500 employees, an average of **7** people are involved in most buying decisions.



Once you do find the right person to connect with, it becomes even more of a challenge to begin the sales process.

According to TeleNet and Ovation Sales Group, in 2007 it took an average of 3.68 cold call attempts to reach a prospect.



Today, it takes **8** attempts.



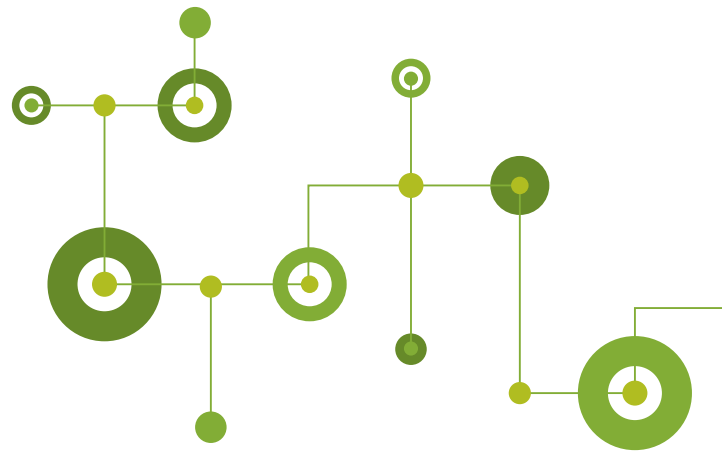
How you go about these cold call and email attempts then becomes the most crucial component of this process. Using the proper communication techniques can make the difference between getting the sale and losing the prospect.

However, by learning the basic principles and frameworks on how to effectively prospect, your sales team can yield significant new business and work far more efficiently than ever before. In this eBook, we will illustrate how you can turn this perceived burdensome process of prospecting into an exciting opportunity. Specifically, we will review the important differences between selling and prospecting, reveal what effective sales prospecting methodology looks like, and share specific communication style techniques that you can put to use right now in your own sales operations.

The Difference Between Selling and Prospecting

One of the biggest misconceptions about prospecting is that it is essentially selling. Prospecting is indeed a first step in the sales process, but the approach you take is quite different from directly selling. When selling, you are most concerned about advancing the sales relationship. This includes forging new friendships, developing relationships, creating value and interest in your product and, most importantly, generating revenue. When prospecting, you should be more focused on looking for new opportunities through networking and referrals.

A salesperson with this proactive mentality welcomes these aspects as opportunities to further explore the areas of what they are delivering and how it aligns with what the prospect needs and wants. They manage the relationship and continuously build equity because they are always looking for opportunities to provide solutions and opportunities for the customer.



However, to get there, the professional, proactive salesperson must continuously search for, reach out to and connect with potential clients.

Key Attributes of Effective Salespeople

It's important to note the successful attributes of top salespeople. A Harvard Business School study showed that the most effective salespeople, above all else, are willing to approach strangers even when uncomfortable.

This characteristic is essential to be successful in prospecting.

Telephone and Email Prospecting

The two most common forms of sales prospecting are through telephone and email. Both approaches have their advantages and disadvantages.

Telephone Prospecting

The main advantage of telephone prospecting is that it shortens the sales cycle. The salesperson may get an immediate opportunity to speak with a potential client, build rapport and establish personal credibility.

There are disadvantages to telephone prospecting with the primary one being that you may be viewed as an interruption. If you don't have an appointment, you are interrupting. There are gatekeepers and caller ID screening.

Email Prospecting

Unlike telephone prospecting, email allows the salesperson time and more flexibility to carefully prepare and proofread their message. It is fast and convenient, and is more time efficient.

Conversely, email is limiting in that it is a one-way communication which doesn't allow building rapport.

While each method has their benefits and limitations, the key to the salesperson's success will be in using both of these methods effectively and at the appropriate time as part of their prospecting approach.



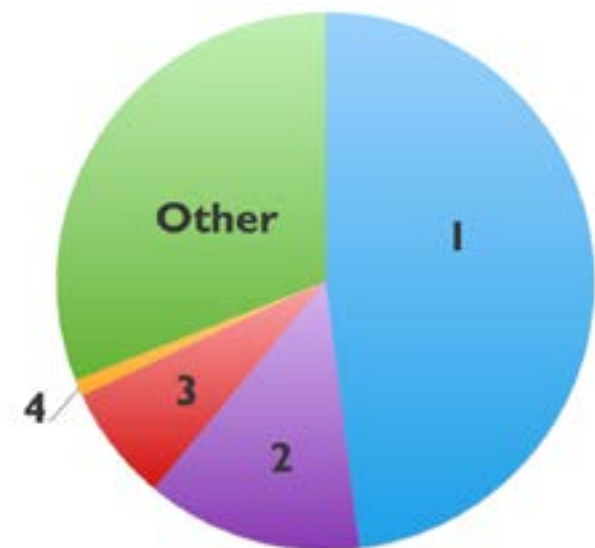
Prospecting Requires Persistence

Now that you know about the advantages and disadvantages of using both email and telephone prospecting, let's discuss how often you should be contacting a potential client using each of these methods.

A recent survey was conducted by The Kenan-Flagler School of Business at the University of North Carolina. The survey asked salespeople across many industries a simple question:

When you get a qualified lead, how many times within the following 30 days would you make an effort to contact that potential client?

- **48%** answered they would make **1** attempt per lead
- **13%** answered they would make **2** attempts per lead
- **7%** answered they would make **3** attempts per lead
- **1%** answered they would make **4** attempts per lead



In fact, 80% of sales take a minimum of 8 contacts to close, but 61% of salespeople give up after only 2 attempts to even reach them!

TIP 1:

We recommend no less than 5 attempts within a 30 day period after receiving a qualified lead. And always alternate your attempts between telephone and email.

For example, after making the first contact by email, wait 48-72 hours and if no response is received, follow up with a phone call; wait 72 hours for a response, then send a second email, etc.

Sales Prospecting Methods

Often when prospecting, sales people do not have a specific contact.

TIP 2:

Never send an email to a company and/or department. The email MUST go to a specific individual....ALWAYS.

The Power of the Internal Referral

It does not have to be the right person, however!

It's great to do research and find out a key decision maker, but what if you can't spend the time to do all the research necessary to find that one key person.

The Kenan-Flagler School of Business at the University of North Carolina reported that, when referencing an internal referral, 83% of potential clients would always or usually respond to the prospecting voicemail or email. In fact, every single respondent affirmed that he/she would at least occasionally respond if a salesperson approached via an internal referral.

TIP 3:

Do some research but don't spend all your time trying to find the right person to call or email. Find a name, a contact and write or call that person and close with:

"Who would be the right person.....?"

In summary, the best technique to use in getting potential clients to respond to you is to ask for internal referrals!

Forging a Personal Connection



As aforementioned, the primary purpose of prospecting is getting your potential customer to respond to your request. Prospecting is all about getting someone's attention and interest. If you want to increase your response rate, you'll be much more successful if you keep your message simple, to the point and sent at the right time.

TIP 4:

InsideSales.com reports that, in general, Thursdays are the best day to prospect; Wednesday is second best; Tuesday is the worst.

How to Optimize Prospecting Emails

When practicing email prospecting, you need to first ask yourself a very basic question: Why should the prospect open this email? Effectively prospecting emails have four distinct parts:

- 1** A strong subject line: The email must inspire the prospect to open the email
- 2** A personal approach: The email must refer to the prospect directly and tell him/her why you are writing to them
- 3** Clear and concise information: The email must explain who you are, what results the prospect will get and others you work with
- 4** Ask for what you want

TIP 5:

At Signature Worldwide, we recommend that prospecting emails are no longer than 5 sentences. After several prospecting emails like these are written, your sales team can begin creating an email template and/or library to use. This will allow them to be more efficient in composing prospecting emails as they can “cut and paste” phrases from previous emails and insert the new client information. Additionally, they will be able to ensure consistency in their emails so that all of the necessary elements of the email are represented.

How to Optimize Phone Prospecting

Message consistency and preparation are equally important when executing your phone prospecting efforts. When preparing for your prospecting call, you'll want to remember these basic principles:

Research

potential customer, customer priorities and challenges, industry, product, competition

Respond

prepare your approach, prepare for potential questions, prepare responses for potential objections

Rehearse

practice your approach, practice responding to objections


Most importantly, you will want to be prepared to clearly and succinctly tell them who you are, why you are calling and what you can provide the prospect. You will also want to consider when best to reach your potential clients. [The Kellogg School of Business revealed in a recent study that the best time to cold call is between 4-5pm with the second best time between 8-10am. The worst times to cold call are between 11am and 2pm.](#) While these times are not hard and fast rules, they are guidelines that will help you best capture prospective clients' attention and interest.

TIP 6:

Brevity is King. Your introductory message should last no longer than 15 seconds.

Conclusion

We now hope that you have a better understanding of what effective sales prospecting looks like and why it is so important. To ensure that you'll start applying all of the skills and techniques that we covered right away, we encourage you to enroll in Signature Worldwide's **Legendary Prospecting™** course, where we cover each of these prospecting principles in greater depth, workshop best practices in an interactive and participatory environment and provide specific recommendations that will help your sales team reach more prospective clients and achieve higher sales.



INSPIRING AND FUN
RESULTS-DRIVEN
TRAINING THAT STICKS

To learn more about our
Legendary Prospecting™
course, visit us online!

Questions?

Contact:

Jennifer Young

614-766-5101

jenniferyoung@signatureworldwide.com

Signature[®]
WORLDWIDE
business and training solutions

