THE ADVANCED SELLING PODCAST

10 Rules for Prospecting

CASKEY

Grow Your People. Grow Your Business.

This document, comes from our sales training curriculum and was recently highlighted on either an episode of The Advanced Selling Podcast or The Ultimate Sales Chick Podcast (Brooke Green).

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RULES OF PROSPECTING (Filling The Funnel)

On a recent podcast, we talked about the Rules for Prospecting. We gave 5 on the air, then asked you to email us for the other five. Here they are, in total.

1.**YOU ATTRACT WHAT YOU DEFINE –** Have a comprehensive definition for what prospects you want in your funnel. If you don’t tell the Universe what you want, then it will deliver what it wants (not a good choice). Help it decide who to put you in front of. Define by type of customer, size, contact level, and any other attributes you want to order up.

2. **NEVER COERCE-** The worst thing you can do when you are in prospecting mode is spend anytime thinking “how do I get him to see me?” If that's where your mind is going, you’re giving off bad vibes from the moment he picks up the phone. Instead, be welcoming and curious. Learn more about him and what kinds of problems he has to solve.

3. LET ONLY THE QUALIFIED IN— Be discerning about who you let into your funnel. Just because they’re breathing and have a few dollars in their account, doesn’t mean they’ll be a good prospect. You qualify people by knowing what their PAIN is, their COMMITMENT to change and their ECONOMIC situation. Put in a few more filters because there are a lot of people out there now who have no money—and who are running scared (thus, have little commitment). Create “funnel filters” so that no one gets into your funnel unless they pass through.

3.**LET OTHERS BE YOUR SALES FORCE —** In a wild world like we’re in, make sure you have plenty of sales people out there working for you. Those are your customers, friends, colleagues etc., Now, of course you’re not paying them commission, but make sure you keep in touch with your circle of referral sources and nurture them. Does your name come up when someone asks one of your colleagues if they know anyone in your business? Are you sure about that?

4.**GET YOUR DISCLAIMER RIGHT —** This is scripty, but make sure you have your opening approach down pat. *“I have no idea if I can help. Let me tell you who we are, what we do and then you can tell me if there’s any reason to talk.”* Or something similar to that. You are disclaiming so you won’t sound like every other needy sales person on the planet.

5.**NEVER ASSUME ANYTHING BEFORE YOU TALK**— We see this happen all the time—you pre-judge people's prospect-worthiness prior to having any conversation with them. People's imagination get the best of them (This will really be a great prospect!!!). Neither positive nor negative is right. Just be in the moment. Say to yourself, *"I have a meeting with this person. That may be good. It may not. But I will withhold judgment until we have a meaningful discussion."*

6. **LET YOUR OBLIGATION INFORM YOUR HEART —** Don't let your financial need (debt) inform it. Let your reason for being in the business be the guiding hand that leads you to prospects/suspects. Why do you do what you do? If it has to do with a cause greater than you, then that's what should be informing you. I had a manager who used to say "I want you to have a big house so you are committed to the business." What a lousy thing to think. When I have a big house, now I'm hostage to the business—and to the need for mortgage money. Is that what he really wanted? (I don't work for him anymore. Nor does anyone else).

7.**CONCERTED MARKET ACTION —** Don't do hysterical activity—making 344 cold calls a day. Be consistent and concerted with it. Take action everyday on something. Don't wait until you "feel" like acting. Just do it and notice what you feel then. Our advice is have a benchmark behavior that you need to do each day or each week. Maybe it's speaking. Maybe it's calling. Maybe it's taking clients to lunch.

8.**CREATE A 6-MONTH PERSONAL BUSINESS PLAN** — Similar to a personal training plan to lose weight, the **personal business plan** should focus mainly on *CONTROLLABLE BEHAVIORS* vs. outcomes. Commit to specific types and frequencies of behaviors. i.e. 5 new meetings per week with prospective customers; 2 meetings per week with connectors.; 25 e-mails per week sent to cold prospects.

9.**PREPARE:** Nothing helps confidence more than preparation. Research companies, prospects, people etc. Use GOOGLE and LinkedIn. Caveat: don't assume anything from your research. Just use it as it is-information. It's not a leading indicator to what might transpire from your meeting. Preparation is hard work. But it pays off big through added confidence. Any today, with Google and other search engines, you can spend 5 minutes and retrieve more info

10. **PROSPECT WITH KNOWLEDGE —** Knowledge and information are the way to a prospect's heart. Sales people should be **hawks for industry knowledge.** Share it. Write it down. Record it. Re-purpose it. Blog. White Paper. Podcast it. Be an "expert" in your industry. Then, when you contact a prospect who wants more information, don't send him a worthless brochure. Send him something that means something—that thing you've repurposed. Be an educator. Google "The ten biggest problems in (your industry)" or "The top trends facing (your customer type)." As you become an expert, more people will break down your doors to talk to you. Then, prospecting becomes a matter of choosing who gets in (you know, like Studio 54 used to be!).

There you have them. Hope this helps. Keep listening!

Bill and Bryan

Our Services

Caskey is a sales development firm in Indianapolis. You might know us as podcasters and bloggers but there's a whole lot more behind the scenes to know. We help organizations specifically in many ways:

- Training Sales Teams
- Developing Company Leaders
- Creating Messages of Value
- Designing Successful Sales Processes
- Engaging in High Level Skills Training (Sales, Communication, Process Management)

We do this in the following ways:

Speeches and EVENTS. This includes anything from a 1- hour speaking gigs to 3-day Training Events with your team on your site.

Teleseminars. Many of our clients supplement their face-to-face training with remote work, like teleseminars or webinars. If you have a remote sales team, webinars might be the best ticket.

Personal Coaching. We have an arm of the business totally dedicated to working with people one-on-one (in person or on phone). This is typically for the high achievers who need work at a different level than the entry-level person. The fee for this is $1500 per time block.

Ongoing Group Sessions. We believe that adults don't learn well in one time events. Instead, they work best when they have a chance to try new things, new thoughts, new tactics and report back to the group and trainer about their success. Our most effective programs are long term and on going in nature. Most of our work with a sales team (#s 5-50) is a minimum of 6-months.

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Notes