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PROSPECTING TRUTHS

YOU NEED TO KNOW



**THE SALES
HUNTER**



Accept reality: It's your responsibility to prospect, don't rely on others for your leads.



Networking is not prospecting.



Prospecting is a muscle and just like any other muscles it must be regularly worked if it is to remain healthy.



Thinking about prospecting is not prospecting. You might be thinking of your prospects but they are not thinking of you.



Be thankful sales is not easy; it's why there is so much money to be made in sales. If sales was easy, it wouldn't pay well.



The perception of bad leads is just that a perception. Bad leads are a result of a bad process or mindset.



It will take you twice as many attempts as you think to engage a prospect.



Don't start what you can't finish. Follow-up is the norm, not the exception.



Prospecting is not about you, it's about the prospect.

10 | *Prospecting is not something you do when you have time or don't have enough business. Prospecting is a daily activity, just like showering.*



Divide your prospecting into the top, middle, and bottom of the pipeline. Place more value on the bottom than what put you in at the top.



Establish an accountability process: CRM-Peers-team-leader.



“Tomorrow begins today.” Never end the day without knowing exactly who you prospect tomorrow and what your objectives are for the call.



Break your day into five, 90-minute segments. Dedicate at least one segment to prospecting. (New salespeople will need to dedicate up to three per day.)



At the start of each prospecting segment, know what your overall goal is and how you will measure it.



Spend 5 minutes after each prospecting segment to congratulate yourself and evaluate your performance.



When prospecting, know what your cadence is for follow-up messages, process, etc.



Prospect by industry or segment type to allow for more effective use of your time and to build confidence.



Leverage your systems including the basics when it comes to keeping scripts, questions, etc. you can use daily.

20 | *Focus and discipline in executing your prospecting plan is the key to success in prospecting.*



Know what your goal is before making any contact.



The telephone (still) works as a prospecting tool.



A prospecting call isn't an interruption when you have something to offer. An interruption becomes an intervention when you can offer help.



When kept short and tight, voicemails can be an effective prospecting tool.



Allow your personality to come through on every phone call and every voicemail.



Those who believe "cold calling" is dead are the same people who don't like talking on the telephone and want to hide behind social media to sell.



Maintain both prospect specific notes and industry/segment notes to help you long-term.



Never forget your objective with each prospecting call: to move the process forward. Always end by securing a firm next step to talk again.



Don't fall for the myth: calling doesn't work, send more emails. Those who believe this are the ones who are afraid of the phone and should not be in sales.

30 | *Never falter from the absolute belief in how you can help others.*



Bring new value with each message whether it be on the phone, voicemail, text or email.



Your goal with an online connection is to create an offline conversation.



There's always time to make one more call.



Don't hide: Email is not your primary or only prospecting tool.



If in doubt, pick up the phone and make the call.



You will learn far more in one short phone call with a prospect than you will learn exchanging 5 emails with them over a two-week period.



Never allow the need for research to get in the way of making the call.



Each minute spent on social media must earn its way.



You can't take, 'clicks,' 'likes,' and 'shares' to the bank.

40 | *Your goal with email is to provide not quite enough information. Create a need for the prospect to call you before making a decision.*



Prospecting is an omnichannel activity; not just email, the telephone, or social media. It is using everything in a deliberate manner.



Be ruthless in your follow through: Your objective is to work with customers not spend time with suspects.



The only thing holding you back from success in sales - you.



Know the difference between prospects and suspects who do nothing but take up your time.



The most valuable asset you have is your time: use it wisely, it's not about being busy, it's about being productive.



Who you spend time prospecting this month or quarter is who you will close next month and next quarter.



Prospecting is not an activity, prospecting is a lifestyle.



Prospecting fuels sales. Sales fuels business. Business drives the economy.



Prospecting is freedom; when you prospect you control your destiny and you determine your level of success.

50 | *Never use the excuse of not having a tool as the reason you are not good at prospecting. The best tool you have is your mind and your attitude.*

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For over 25 years, Mark has traveled the world as a speaker, author, and coach. He has published three books including *A Mind for Sales*, *High-Profit Selling*, and *High-Profit Prospecting*. Mark works with Fortune 100 companies and exciting startups to help grow their sales and their teams. For more information and sales content visit thesaleshunter.com.

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