21st Century Prospecting

A Blended Approach to Winning New Business

Presented by Troy Harrison
Something You Should Know

- NOTHING YOU LEARN TODAY WILL DO YOU ANY GOOD UNLESS YOU IMPLEMENT IT!
Your Prospecting Objective

You

Your Prospect
The Old Way

You

Cold Call

Your Prospect

“Sell Like You Mean It!”
A Better Way

You

Teleprospecting Call From Good Database

Your Prospect
Today’s Reality

You

Teleprospecting

Social Networking

Customer Referrals

Networking Referrals

Your Prospect
Prospecting Approaches

• Social Networking (Long Term)
• Customer Referrals (Long Term)
• Networking Referrals (Long Term)
• Data Driven Teleprospecting (Short Term)

“Sell Like You Mean It!”

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Long Term vs. Short Term

- Successful Prospecting includes BOTH strategies
- "Reputation" based strategies – long term; must have customers/business
- Data Driven Teleprospecting is the ONLY way to affect results in the short term
Sources of Prospect Data

• Databases; i.e. D&B, Hoovers, ReferenceUSA
• Business associations
• Chambers of Commerce
• Referrals
• Cold Calling, etc.
Advantages/Disadvantages of Databases

• Databases are usually best source
• Data is very complete; i.e. contact data, etc.
• Data may be as much as 18 months obsolete, must be verified
Using Cheap Technology – the Salesperson’s Toolkit

- CRM programs are critical – manage the sales process
- ReferenceUSA – Database Through libraries
- Jigsaw/Data.com
- LinkedIn
ReferenceUSA – the Salesperson’s Best Friend

• Free through most libraries
• Complete/comprehensive online database
• Allows 25 print or download per session (login) – log out and in for more
• Requires library card and PIN
Understanding Database Search Parameters

• Databases are searchable based on certain parameters – our example is RefUSA, but others are similar
• Main parameters are Geographic, Business Size, Business Type
• Match your best customers to determine your search parameters
The Calling Process

- Build Your Call List, import to CRM/CM
- Pull First Contact Onscreen
- Check LinkedIn – is there a path?
- Call, using Benefit Statement, for appointment
- Repeat by tabbing to next contact

“Sell Like You Mean It!”
Proper Appointment Setting Habits

- Block out a time
- Prepare your environment
- Prepare yourself
- Focus
- SMILE!
Who to ask for the appointment

• Most salespeople start low.
• When you ask for a decision, the two possibilities are “yes” or “no.”
• Power to say “yes” – limited, power to say “no” – virtually unlimited.
• Solution is to sell to those who can say yes.
Selling at the Top

• Start at the top of the org chart, and work down.
• Same philosophy as the Guggenheim
• Purchasing managers – our natural enemy
The Infomercial

• Key aspect of your “selling personality”
• Introduces you in an exciting and interesting way
• Gives you credibility
The Mindset

• What do you do?
• Salespeople help!
• How do you help your customers?
• Three ways you help your customers - list
Parts of an Infomercial

• Short attention spans – 15-30 sec max!
• Introduction (no pause)
• Positioning Statement (no pause)
• Following Question
• Discussion
• Close for Appointment
• DO NOT! “How are you today?”
Creating Prospecting Times

• Prime Selling Hours: 1-5 PM Monday, 8-5 PM Tue-Thur (except lunch), 8-Noon Friday (1-3 good closing time)

• Maximize face to face contact during PSH

• Use off-prime to prospect

• Make it an appointment with yourself and keep it!

“Sell Like You Mean It!”
Putting it Together

• SMILE! Yes, it’s important
• Use a good Infomercial (15-20 seconds), then conversation
• Ask for commitment for appointment
• Ask any remaining qualifying/prep questions
Capturing Data

• All salespeople should have some means of data capture – ACT, Outlook, Goldmine, other corp system
• Capture all pertinent info – business card, company demographics, particular industry info
• Capture all activities
Social Networking as a Prospecting Strategy

• What is the likelihood that your Target prospects will be tuning in?
• What is the quality of responses you get?
• ALL Social Networking MUST BE PROFESSIONAL in approach
LinkedIn – Online Professional Networking

• LinkedIn – “Business Facebook”
• Emphasis is on professional resume and introductions
• Sign on then add contacts from your contact base
• Should be representative of real network
Maximizing LinkedIn

• Look at your contacts’ contact list
• Request introductions
• Frequent Status updates keep you top of mind
• List Events, etc.
How to Misuse LinkedIn

• Send out Link Requests to anyone whose e-mail you get ahold of
• Accept Link Requests indiscriminately
• Post boring, banal Status Updates

“Sell Like You Mean It!”
Facebook – Business or Personal?

• Facebook is primarily personal – CHOOSE which you will use
• Good for building “fan lists” to whom you can communicate
• Good for posting pics, videos, documents, etc. that pertain to business
To Twitter Without Being a Twit

• Twitter – short 140 character mini blogs
• Good for building “follower” lists
• Keep Tweets relevant; “I’m home now” is mundane
• Understand – you can tweet great stuff and it still gets buried!
Keys To Social Networking

• What is the likelihood of your target audience seeing your SN?

• What is the likelihood of your postings influencing (Motivating) your target audience?

• Are you posting anything that you would NOT want your target to see?
Prospecting Action Items

• Set your prospecting weekly goal
• Set your weekly teleprospecting times
• DO IT!
Want More?

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