



Non-Negotiable #1

# PROSPECTING

INSTANT SALES TACTICS

*The first Non-Negotiable for Sales Success is **Prospecting**. You have to continually fill your pipeline with new sources of business.*

## WHY Prospect

Prospecting is the foundation of all businesses. Successful businesses never stop prospecting. Successful salespeople don't either.

During the California gold rush of the 1850s, when the prospector found a gold nugget, did he or she sell the nugget and give up? Some did. But the successful prospectors were the ones that kept prospecting.

Far too often, the average salesperson stops prospecting. No wonder so many salespeople fail! They lose sight of the simple truth of sales success:

***Always Be Prospecting!***

## HOW TO Prospect

The goal of Prospecting is to tell your story to as many of the right people as you can—each and every day.

### Where can you find prospects?

- Research
- Lists you have acquired
- Referrals from clients or friends
- Centers of influence
- Associations you belong to
- Social media
- Cold calls

By the way, there are many salespeople who believe cold calling doesn't work anymore. Let them believe that. Not you. Cold calling—when done right—can be an excellent source of prospects for you. It takes courage, preparation and skill, but it works...and it sets you apart from the crowd who can't—or won't—pick up the phone.

All successful salespeople prospect constantly. Don't get sidetracked—Always Be Prospecting! Keep prospecting at the top of your priority list. Put new prospects into your sales pipeline each week.



- 1 Prospecting
- 2 Planning
- 3 Focus
- 4 Measurement
- 5 Preparation
- 6 Communication
- 7 Differentiation
- 8 Integrity
- 9 Impact
- 10 Accomplishment



## RIGHT NOW ACTION STEPS

- ▶ Identify 3 sources for prospects.
- ▶ Identify what your ideal prospect looks like.
- ▶ Identify how many new prospects you are going to put into your pipeline this month.
- ▶ Go where your prospects are!