

Responsibility of Prospecting

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I want to share with you the most crucial step in the sales process. It is prospecting. To be successful in selling, you must become an absolute terror in the activity.

Prospecting is the primary supporting process that will provide you with a never-ending flow of people who will see they'll benefit from your products and services. No matter how well you close, handle objections, make presentations, in the end, you must always get a lead.

There are many different ways to prospect, but the most important thing is to be consistent. You should prospect every day, no matter what. The more people you talk to, the more leads you will generate, and the more sales you will make. We can reference the law of averages on this one to help us out.

Now, who is responsible for prospecting or generating those leads? You would not be surprised to learn it is you. It will always be your responsibility. While your company may actively support your sales efforts through a variety of lead generation programs, the most of the responsibility is always you.

There are some key things to keep in mind when prospecting. First, you need to be prepared. This means having a good understanding of your product and services and being able to articulate its benefits. Second, you need to be persistent. Not everyone will

be interested in what you have to offer. Your job is finding people to sell to and selling to the people you find. Third, you need to be professional. This means being respectful of people's time and being a good listener. As the head of your own personal sales organization, you must manage the ratios regarding all your activities.

I mentioned using the law of averages earlier and want to highlight how it will help manage your activities. You must inspect what you expect daily. Using the law of averages helps determine the number of times something will happen in proportion to the number of times something is exposed. What does this mean for sales and prospecting, though? If you talk to ten people and one says yes, you are at 1:10. If you talk to ten more people and get another one or two to say yes, you will see a ratio begin to appear. The law of averages has nothing to do with the quality of sales presentations. It assumes all comparable, improved performance. To increase your sales ratio, you must increase your activity.

But beware of incorrect activity in the sales business. What is considered "incorrect activity" in the business? It is not seeing enough people, seeing the wrong people, and complaining that you don't have time to see people or even the right people. Successful salespeople make excellent use of their time. Utilizing proper time management

will determine how each task yields its desired outcome. To help with this, you must have, what I call a C.O.D program.

Let us expand further on each part of the C.O.D Program. For Communication, you should be communicating all the time. To family, friends, people you know and people you do not know. Everyone.

For Observation, what does it really mean to have a territory? It is knowing what is going on in a specific area, your area! Know about the crime and fire in the area, businesses moving out, remodeling, and new businesses coming in. Know about your current customers and what is going on in their lives and anything going on that can create desire.

Lastly, for Dedication, utilize STP - See the People belly button to belly button. You must set up your referrals and work the program. If you don't, what would stop them from buying elsewhere? Be dedicated in everything you do.

Ultimately, it's essential to increase your productivity to increase your paycheck. Prospecting is the foundation of any successful sales career. It is your paycheck, so do this correctly. If not, it is nobody's fault if it does not work but your own.

And remember, if you don't get the sale, you work for free!

Jack