

# A New Paradigm For Prospecting



Cold calling is dead.  
Generate leads the  
Easy way!

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# Cold Calling is Dead!

*Don't do onto others what you don't like done to you!*

Do you still cold call to drum up leads? Do you hate it? Then why do you do it? What if there was another way to attract new leads that was more fun and easier than cold calling? There is. Keep reading to find out.

**Disclaimer:** If you are one of the few, the proud, and the bold who actually enjoys cold calling, then more power to you. Keep on keeping on. This book is for the people who dread cold calling and do it because they have to, not because they want to.

*Cold calling is dead!*

*Developing rapport and relationships by tuning into WIIFM  
is the new and improved way to generate new leads.*

Market research has proven over and over again that cold calling is actually one of the least effective ways to generate new leads. So why suffer through doing something you hate, that bothers other people, when it gets such poor results?

Everyone hates being called by telemarketers and sales people. Come on, admit it; don't you? Do you really want to be one of "those people?" So why do it, when there are better, more fun, easy, and effective ways to generate new leads?

Just because it has always been done that way at your company or in your industry doesn't mean it's the only or best way to generate new business. Perhaps it's time for a paradigm shift.

Ultimately, prospecting is about getting results, by finding the people who want what you are selling. Effective prospecting focuses on how to find those people in the most efficient way.

Dare to be different. Get better results. Generate more quality leads with less effort. Find an out-of-the-box solution that works for you and your personality. Most importantly, find the prospecting method that you will actually do and not resist.

## What if . . . ?

What if you could attract more leads the fun and easy way?

Wouldn't it be nice to actually enjoy prospecting for a change, instead of dreading and resisting it?

*There are so many creative, fun ways to prospect, rather than grinding away on the phone or getting doors slammed in your face.*

Cold calling is the amateur's approach to selling. It requires little to no skill or strategy. It is an impatient, self-centered, unskilled approach to generate leads that offers no value to the prospect.

Amateur salespeople rely on hitting the numbers to make up for the lack of skill and patience it takes to invest in building meaningful relationships with qualified prospects.

***Develop your professional sales skills and they will come. Focus on building relationships rather than making sales.***

Cold calling is only one of a myriad of ways to generate new leads. And, it is one of the least effective ways to attract and convert leads.

What would you rather do to attract new leads? If you could grow your business doing activities you enjoyed, what would they be? Think about it because we'll be diving deeper into those options a little later.

### **Prospecting is Like Dating**

You can go out to a bar and pick up someone for a one-night stand or you can be introduced to a quality person through friends. Then you can take your time getting to know that person. Both serve their purposes, depending on what your priorities are. Each approach gets different results. It's up to you to decide what you want.

### **Do you want One-Night Stands?**

One-night-stands can be fun for a while, until you wake up one morning with a hangover and regrets. Then you realize you want something more meaningful.

Long-term commitments require more effort, patience, and skill in the beginning, but promise more rewards over time.

When it comes to prospecting, cold calling is the equivalent to a one-night stand. There is nothing wrong with that, if you have a product or service that you want to sell in a one-call close. Cold calling serves its purposes for quick point-of-sale products.

But, if you have a product or service that requires a more complex sales cycle, then cold calling is like expecting your date to sleep with you on your first date. If she is a quality prospect, worth investing time, money, and energy into, she isn't going to go for that. She is going to expect you to wine and dine her because she is worth it and she knows it, and so should you.

### **Don't scare good ones away!**

Whether you are dating or selling something, there is nothing worse than blowing it with a new quality prospect. Usually, it's because you tried to rush them into a decision they weren't ready to make. You got impatient and didn't provide them with all the information they needed to determine if they wanted to keep seeing you. It's such a bummer when that happens because you know you let a good one get away. You blew it.

There are other alternatives to prospecting than the one-night-stand approach of cold calling. Would you like to develop long-term relationships with customers who become raving fans who love, appreciate and value you? If you are ready to develop a quality relationship that will last, they are worth the investment of time, effort, and energy. You will reap the rewards over the long haul when you are patient and skillful.

***The first paradigm shift on your way to becoming a rock star sales professional is to serve rather than sell.***

***Go for the long-term commitment, rather than the one-night stand. It's worth it.***

## **Know Thy Prospect and Serve Them Well**

How?

Find out how you can sincerely serve them by solving a problem, relieving a pain, or satisfying a need they have. In order to do that, you must become a master at asking the right kinds of questions. Show them you are sincerely interested in them. Ask short questions that elicit long answers. Get them talking and you listening. Before you know it, they will tell you how to sell them, or rather they will want to buy something from you.

There are as many styles and approaches to prospecting as there are personalities and sales professionals. Find the one that works for you, the one that brings out the best in you. Be creative. Be willing to invest in developing your people skills to attract and build new relationships, rather than trying to land the sale. In the long run, it will save you time, effort, money and frustration. Believe it or not, by focusing on serving them, rather than selling them, you will end up making more sales with less effort.

## **Courting Prospects for Long-Term Relationships**

If cold calling is dead, then what are your options for attracting, impressing, and motivating your ideal prospects to become ideal clients? Good question! Let's start with the basics.

***Be clear about WHY you're selling what you're selling.***

Do you believe in the product or service you are selling? Is it congruent with your values? If you are representing a company or product you don't believe in and goes against your values, no matter how hard you try, you will not succeed because it is out of integrity with your values.

Get clarity on your values and why you are selling what you are selling. Then you will be on your way to attracting quality prospects for long-term commitments with you. They'll want a second and third date with you because they'll feel like you care for and respect them. They won't feel like you're trying to get something from them.

Let's pause and take some action right now. Let's apply some of this information so it makes a difference for you right now. Answer these basic questions. Don't wait until you finish reading the rest of this book. Take action now. Your success depends upon it.

1. What are you selling and why?
2. What purpose does it serve?
3. What benefit does it offer?
4. Why should they buy it from you?
5. What is your goal for prospecting— an appointment, prequalifying conversation, one-call close, enter a new lead into your sales funnel, a sale?
6. Who do you serve?
7. What problems does your product or service solve?
8. What pain does your product or service relieve?
9. What needs does your product or service satisfy?
10. Who is your ideal client – the person who really wants and needs your product or service? Who values it enough to pay for it?
11. How are you unique from your competitors in your product, service, or approach?
12. What will motivate them to buy from you?

Answer these questions to clarify the best prospecting approach for you.

Answer these questions for your prospects, so they will feel like you understand them and their needs. If you do, they won't feel like you are trying to sell them something. They will feel like you care instead.

That is the beginning of establishing trust and building rapport, which is the foundation of all good business relationships that get the sale.

***Cold calling is dead!***

***Build real relationships with real people by being you. Focus on serving rather than selling.***

Come on and admit it. Wouldn't you rather find a way to attract more leads in a more empowering, fun, and creative way than grinding away on the phone or getting doors slammed in your face? If so, keep reading. We haven't even scratched the surface on the good stuff yet.

# Redefining Prospecting

*If you're not getting the results you desire, change your approach until you do.*

## What is Prospecting anyway?

Prospecting is the skillful process of searching for qualified leads that have the potential of converting into paying customers. Prospecting is not a random act of cold calling just anyone. There are criteria that must be met, in order for a lead to become a qualified prospect. Ideally, qualified prospects become paying customers as they move through the sales qualification process.

## There's more to Prospecting than Cold Calling

It's time to shake things up and breathe new life into an old tradition.

The ultimate goal of prospecting is to find quality leads that need or want what you're selling and then buy your product or service.

***Skillful prospecting requires the least effort to yield the most rewards.***

The fundamentals of effective prospecting include:

1. **Clarity** – on who your ideal prospect is; what your unique value is; and the benefits you provide to your prospects
2. **Focus** – on your goal. What do you want to achieve? Where can you find your ideal clients? When is the best time to approach them? What is the most effective approach for attracting, qualifying, and converting them from a prospect to a lead and ultimately a paying customer?
3. **Skill** – you need sales and communication skills to find, attract, impress, motivate, and convert new leads into paying customers. You need to know your product too. Mastery equals success.
4. **Confidence** – in yourself, your unique value and the benefits of your product or service

***Prospecting is the art and science of finding new people who need and want the benefits of what your product or service provides for them and are willing to pay for it.***

Prospecting is the first step in the sales process. It is the first date to determine if there is attraction and compatibility that warrants a second date and eventually a long-term relationship.

There are many ways to prospect. If you have to prospect for your job or business, there is no need to suffer through cold calling. There are so many other options you will enjoy more that suit your personality better.

Prospecting has evolved and so can you. Keep reading to find out how.

## Alternatives to Cold Calling

*Instead of being a pest, be the best. Put a different form of prospecting to the test.*

Have you ever stopped to consider who is on the other end of the sales call you just made? It's a human being you just interrupted in the middle of their day to pitch them something. Think about that when you're the person on the other end of a sales call.

When you cold call someone, they aren't prepared. They have no idea you were going to call. They are busy living their lives, cleaning their house, doing their job, taking care of their family, or running errands etc. When you call them, you barge into their day, without invitation or warning, and expect to get their attention. You expect them to listen to you, a complete stranger, as you proceed to tell them what you want from them. Therein lies the problem with cold calling.

Cold calling, by its very nature, is an intrusion, an assault. You start the sales process by turning people off. You put them on the defensive. It creates automatic distrust and resistance that causes them to put their guard up. Why on earth would you want to do that, when it produces the opposite effect you desire? There are so many other, more appealing ways, to get people's attention and attract qualified prospects who want to do business with you?

### What We Resist Persists

Take the resistance out of prospecting. Find the methods that work best for you. Find the lead generating activities you enjoy doing, so that you will actually do them on a consistent basis. Why suffer and resist when you can actually have fun prospecting?

Schedule your chosen prospecting activities into your calendar like they are the most important appointments in your schedule, because they are!

Now, let's get down to business. Let's figure out how this works, so you can get out there and meet some new people who want to buy what you're selling.

### Alternatives to Cold Calling

If you have to spend a large portion of time prospecting for your job, there's no need to suffer doing something you hate that yields such poor results. Why not do something that you enjoy that requires less effort and gets better results?

There are so many other, more empowering, and interesting ways to find and attract prospects that want to buy what you're selling. Consider some of these alternatives:

1. **Networking** – leads groups, mixers, Chamber of Commerce, trade organizations, professional groups, social gatherings etc.

Networking is about meeting new people and building a community of like-minded people who help each other out by sharing resources. When you become a skillful networker you can leverage your relationships and other people's connections to make deals happen in which everyone wins.

If you are a social person, networking is a lot of fun. It's not even work. You are meeting new people for business who often also become friends. For you gregarious extroverts, networking is the way to go for generating new leads for your business. It's my favorite!

But, in order for networking to pay off, you need to follow up. In order to follow up, you need a system. We will get into all that in a little bit. Keep reading. There's lots more.

## 2. **Marketing campaigns** – emails, social media, blogging

Marketing campaigns increase your visibility and grow your lists. Use campaigns to educate and inform your contacts about the benefits of your products and services. Show them how you can help them solve problems, relieve pain, or satisfy needs they have.

Marketing campaigns position you to influence buying decisions. They enable you to expand your reach and keep in touch. They help you develop long-term relationships with prospects and customers. They keep you top of mind and in front of your prospects, so when they're ready to buy you're there to help them.

Marketing campaigns require strategy, technology, and a lot of quality content. You need a contact list. You need to set the campaigns up in a marketing automation system. Then you can schedule them to run on automatic pilot.

They are a lot of work to set up, but worth it. There are email marketing, social media and blogging specialists who can help you develop a content marketing strategy that grows your list and helps you sell your products and services more efficiently.

Marketing campaigns expand your reach and increase your visibility to a larger audience of prospects. I cover this in more depth a little later.

## 3. **Speaking** – establish yourself as an expert in your field by giving before you get.

Nothing establishes you as an expert and earns you more credibility than speaking, or writing and publishing a book. Most people aren't willing to do either. Speaking is one of the top fears most people have. Writing and publishing a book requires a lot of work, discipline and planning. Again, most people aren't willing to do what it takes.

Speaking isn't for the faint at heart. It may or may not be for you. But, if you have an area of expertise and enjoy teaching people, rather than selling them, this may be a very effective way for you to prospect to a group of people all at once, rather than one at a time.

Business, charity, and networking groups are always looking for speakers to entertain and inspire their members. If you have the gift of gab and something of value to share with an audience, then speaking could be a very lucrative way to grow your business and make more sales via groups rather than one person at a time.

Once word gets out about you, it can lead to referrals into other groups and before you know it, speaking could easily become your prospecting secret weapon. That's how Lisa Sasevich, the Queen of Sales Conversions and creator of *The Invisible Close*™ built her multi-million dollar organization, one free speaking gig at a time. She started off selling coaching services at the back of the room after her free talks. Now she teaches others how to *Speak to Sell*™.

If this approach appeals to you, but you've never done any public speaking and don't know where to start, check out Toastmasters, Speaking Circles, or Lisa Sasevich's *Speak to Sell*™ program. You will learn the basics to become a professional, polished speaker. You will learn to speak to sell your product or service in front of a room full of people, rather than one prospect at a time.

4. **Workshops, Webinars and Classes** – provide something of value to a group of ideal clients in a target market.

When you're an expert in something, you can teach that skill or area of knowledge to others through workshops, webinars and classes. When you establish yourself as an expert and generously share that information with others, they appreciate it and respect you as a leader.

As an expert, people will seek you out for answers to their questions and solutions to their problems in that area. Be prepared. Master your area of expertise. Know what you're talking about.

This is an opportunity to set you apart from your colleagues and competitors to be the "go to" guy or gal that influences buying decisions.

This approach takes planning and preparation, but it's worth it. As with speaking, workshops and webinars get you in front of groups of people versus one prospect at a time.

5. **Referral Partners** – leverage relationships with other professionals in a related field to yours. Provide incentives to referral partners. Pay them referral fees. Everyone wins.

Referral partners are other professionals who serve the same target market as you, but provide different products and services than you do. You don't compete for business. You offer complementary products and services that provide even more value to your prospects by partnering up with others who can help them too.

This is a "it takes a network to serve a business" approach. By leveraging other people's networks everyone wins.

- You gain access to new prospects to grow your list and market your products and services to.
- Your referral partner is able to offer additional products and services that help the people in their network.
- Their contacts get to benefit from the products and services you offer that help them solve problems, relieve pain, and satisfy needs that your referral partner doesn't offer.

Look for referral partners that are a good fit for you. Make sure they are people you like and trust to be professional and ethical with your clients.

Clarify a clear referral partner agreement in writing, so there aren't misunderstandings later. What will the referral fee be? Is it more likely that one of you will be doing more referring to the other? Be clear and professional. Think about the long-term business growth possibilities with this referral partner. Is it a good deal for you? Is it a good deal for them?

6. **Joint Ventures** – are similar to referral partners, but go a step further. They are partnerships with other professionals who actually sell your product or service as one of their offerings through their business or website. They are a proactive seller of your product or service. You pay them a commission for selling your product or service.

Joint ventures are expensive lead sources, but low risk, because you don't pay anything unless they sell something. Just think. You could clone yourself and duplicate your sales capacity with joint ventures.

Joint ventures cooperate and collaborate rather than compete with you. They sell your products and services to their customers. How's that for lead generation?

Joint Ventures are win/win/win partnerships. It's a win for customers because they get what they need. It's a win for you because you makes sales without having to do anything, other than pay a commission. And, it's a win for your joint venture partners because they get a new client and make a sale they wouldn't have otherwise.

Leverage your relationships. Build your businesses together in the spirit of cooperation and collaboration with joint ventures.

7. **Be Prepared for the Unexpected** – when opportunity comes knocking, be ready with your perfect sales pitch.

When planning and preparation meet opportunity it looks like you got lucky to everyone else. Let them think you're lucky. But, when you're not busy, plan and prepare for when opportunity comes knocking, so you increase your luck.

Perception is everything. It doesn't matter if you have the best product or service, if you don't impress people with your presentation. You've got to sell the sizzle and the smell before they will order the steak and eat it.

What can you do to be prepared to attract, impress, and motivate your ideal clients to do business with you? Now go do that. Practice it until you can do it in your sleep.

8. **Family and Friends** – don't be a pest, but make sure they know what you are up to. Don't be afraid to ask for their support.

It's so weird to me when people say they don't want to bug their family or friends about their business. They feel shy about telling their family and friends about their products and services for fear that it will annoy them or turn them off. Think about that. Why wouldn't your family and friends want to support you and your success? Aren't they the most important people in your life? Aren't they the ones who stand to gain something when you succeed and prosper? Will it bother you when they want to borrow money from you when you are as successful as you plan to be? Okay then, now it's your turn.

How can you share about your business, products and services in a way that elicits support from your family and friends? What's an effective approach that will turn them on rather than turn them off? What will make them enthusiastic about helping you promote your business? What incentives can you offer them to make it an appealing proposition for them?

Get your family and friends involved in your success. Everyone will benefit from it. Don't be shy. Ask for their support.

9. **Ask for referrals from happy customers** – believe it or not, this is the most effective way to grow your business and yet surprisingly often overlooked. We simply forget to ask happy customers if they know anyone else who could benefit from the products or services they just benefitted from. What a missed opportunity. We leave easy money lying on the table when we don't ask for referrals from happy customers.

The best time to ask for a referral is right after the sale, when your client is happy with the results they've gotten from your product or service. Ask them when they are on that high. While you're at it, ask them for a testimonial too.

Don't be shy. You earned the right to ask. If they are happy customers they'll be honored to refer their family and friends to you because you took such good care of them. Think about it. If you serve rather than sell this is a no brainer.

It doesn't hurt to ask, especially if you do so in a skillful and respectful way. They may be happy customers who don't even think about referring someone to you until you ask. Then all of a sudden they think of someone who could really use your help.

Ask for referrals. If you helped people with your product or service, asking for a referral is how you can help even more people. Everyone wins!

**10. What else?** – Where do you meet people on a regular basis? Where could you meet new people? It's time to get out of your comfort zone, because you're not going to find new business hiding out in that cozy little cave of yours. Get out there and move your body, walk the streets, and see the people.

## **Think Outside the Box**

Have fun. Look for opportunities to promote your products and services you haven't considered before. Breathe fresh new life into your business. Bring new passion and purpose into your daily prospecting routine.

How can you stand out from the crowd with a different approach to get your ideal prospect's attention?

Think outside the box. Look at old routines in new ways.

Could you sponsor a Little League team or host a block party? Could you team up with another business to share in a creative marketing approach that serves your local community?

***Be on the lookout for new faces, places, and spaces to attract new prospects.***

Prospecting can be fun and easy with a little creativity and thinking outside the box.

# Play to Your Strengths

*If you are a cat, be a cat. Don't try to be a dog.*

Whether you're aware of it or not, most people unconsciously sense a phony. We've all met someone who we just didn't like or trust right from the get-go. There was something about them that just didn't feel right.

***Be authentic. Be true to who you are. People don't like or trust a phony.***

Don't try to be someone you're not. It will fail every time. There is power and effectiveness in authenticity. People trust people who are comfortable in their own skin. In fact, it is quite charming and disarming when someone, who is obviously flawed, shows self-acceptance by acknowledging their warts and scars right out there in the open. It is a refreshing relief. My mother has a saying, "Accept yourself, warts and all."

Even if a certain approach works for someone else, it doesn't mean it will for you. If it isn't true to who you are and congruent with your values, don't do it just because someone else is. If it's not you, don't do it.

If you don't like being cold-called by telemarketers, then don't be a hypocrite and cold call others. It won't work for you because it goes against your values. It has no integrity for you, and therefore, you'll resist it. Find another way that does work for you. You'll be more successful with less effort and feel better about it, if you prospect in a way that is congruent with your values.

***Be yourself. Act from your values.***

***It's essential to your success as a sales professional and small business owner.***

## Do what you're great at!

Find a way to attract new prospects doing what you love to do. If you're a social person who enjoys meeting friends for happy hour after work, why not host a happy hour for your top quality prospects, or take a hot prospect out for a drink?

Or, perhaps you are a good cook. Could you bake some cookies or invite your favorite prospects to a party you catered yourself?

The point is there is no reason to suffer through the daily grind of doing something you dread just to find people to pitch to. With a little creativity, you can enjoy attracting prospects by being yourself and showcasing your unique talents and gifts.

Do you like to sing? Are you a great party host? Are you a wordsmith who writes up little jingles? What hobby, skill, passion, or talent do you have that you could attract prospects with in a creative and fun way?

If you're a people person who enjoys meeting new people, then network instead of prospect. Do what works best for you and your personality. Get the results you desire in the most empowering way.

Find your unique approach and go for it.

## **Don't Wait for the Good Stuff!**

My mom says, "Life is short, eat dessert first." She is a self-made woman who worked hard her whole life as a business woman and sales professional. She prospected for the better part of 30 years and as a result she has been quite successful in several businesses.

At 76 years old, my mother still works hard, but she doesn't need to prospect for business anymore. She keeps it simple and makes choices based on her values. She doesn't compromise herself for anyone. She believes life is too short to waste it worrying about the petty stuff.

### ***When you get results, you make your own rules.***

The purpose of prospecting is to meet more people to qualify and add to your sales funnel. The ultimate goal is to eventually convert them into new customers. Does it matter how you do that if you get results? So why not do it in a way that works best for you, that you enjoy and empowers you?

We have been brainwashed to believe that we have to work hard and toil away at jobs that we hate to struggle through the rat race. This humble little eBook is your invitation to retire from all that nonsense and decline to participate. You can blaze your own trail and get the results you desire. Honor who you are; do it your own unique way.

If you could attract new prospects any way you wanted to, how would you do it? What would you do? Think about that for a minute.

### ***The most effective prospecting requires the least time and effort to yield the most rewards.***

### ***What's Your Ideal Scene?***

Make believe I'm waving a magic wand and offering to grant you the perfect prospecting wish. If you could attract new business, in the best way possible for you, what would that be? What activities would you engage in to meet new people and attract new prospects?

There are so many fun and creative possibilities to consider. What works for you may not work for someone else. There isn't a one-size-fits-all cookie-cutter approach to prospecting. Find the one that's the best fit for you.

There are many kinds of sales professionals. There are introverts and extroverts. There are analyticals and gregarious social butterflies. What are you? What approach best suits you? Can you use it to

generate new leads consistently? Can you create a system for attracting new prospects with it? Most importantly, will you enjoy it enough to do it? Because in the end, the best prospecting activity is the one you will do.

Life is too short to suffer through disempowering work, tasks, and relationships. Find your sweet spot. Do what works best for you to attract new leads to your business.

You work hard. You deserve to enjoy your work. If you do, you will be better at it and succeed with more joy and ease and less resistance.

Do what you love. Trust the process. People are attracted to happy, passionate people. When you do work you enjoy and are good at, it radiates passion and purpose. You become a magnet people are drawn to. They want what you have. When they come, be ready to give it to them.

Find the method of prospecting that empowers you and plays to your strengths. Then master it. Mastery will give you confidence and attract business.

# The Secret to Success is Follow up

*If you open the door but don't walk in, you'll never find out what's inside.*

What good is prospecting and generating all those great new leads if you don't do anything with them? Once most sales professionals overcome the prospecting hurdle, the next challenge is follow up. That's because they don't have an effective system to manage their leads through the sales funnel.

***If you don't have a lead follow up system,  
prospecting is a waste of time.***

In order for prospecting to pay off, you have to qualify leads to determine if they have the potential to become a customer. Be honest with yourself. Let go when they aren't a fit. It doesn't empower you to have a bunch of dead leads clogging up your pipeline. Follow up starts the pre-qualifying process. Prospecting is a waste of time if you don't follow up.

***A good lead follow system is essential for nurturing new prospects.***

Follow up can be even scarier than prospecting, because you've already invested something in these precious, fragile new possibilities. You don't want to risk losing them, after all that work of finding them. Prospecting and follow up are the dynamic duo of the sales process. You need both to generate viable leads. But, they are just the beginning of the sales process. They are a means to an end. Don't get attached to leads. Be willing to let go and move on.

## **Strike while the iron is hot!**

You've got to catch them while they're hot! Be prepared to respond and take action. What is the next step to take with all those hot new leads? Do you need to call or email them? Maybe it's a combination of both. Do you enter them into your CRM (Contact Relationship Management – aka – database), or put them on an email drip campaign? What's your system for following up with leads? Figure it out and then do it.

***Numbers don't lie. They reflect your prospecting skill and activity.***

Prospecting is a numbers game. If you accept that and track your activity and results, it will make you an honest sales person. It will also get you in touch with reality. Numbers don't lie. They can actually be quite empowering.

Follow up helps you move leads along in your sales funnel. Follow up determines if leads are dead or ready to go to the next stage of the sales process.

**Numbers get you in touch with reality.**

When you accept that numbers don't lie, that they reflect your actions, it can be both confronting and empowering. Numbers give you certainty. When you know what the numbers are, you can predict and forecast your sales goals. Getting in touch with the numbers gives you confidence to go for it.

For example, when you track your numbers, you may discover that on average it takes meeting 100 new people, in order to attract 25 new prospects. As you prequalify those prospects further, you weed out the dead leads and end up with 5 new paying customers in the end. Now you know for every 100 new leads you generate you can expect to end up with 5 new sales.

Numbers don't lie. Track your numbers to determine what you need to hit in order to achieve your sales goals. Track them several times. You will discover a consistent pattern you can count on. As your skill improves and your efficiency increases, your numbers will improve. Once you've mastered your approach and know your numbers, you'll be able to predict and forecast your sales accurately.

Want to be a top producing sales professional? Develop a strong relationship to your numbers. Be honest with yourself about your prospecting activities. If you do, you will be a rare sales professional. Most sales people lie to themselves and don't prospect enough. Numbers don't lie. They make you honest. They reflect your actions. Prospecting and follow up are the activities that get the whole process started.

***Prospecting without a good follow up system is a waste of time. Follow up is what converts a lead into a customer.***

# Systems Sustain Success

*Success leaves clues. Duplicate what works.*

Success is not an accident or luck. It's a formula. Model what works and you'll succeed too.

Success is a system of actions that when repeated will consistently produce the same results over and over again.

If you want to succeed, find someone who has already succeeded in your area of interest and copy them. Do exactly what they do and you can't help but be successful too. That is called modeling. Watch, listen, and duplicate what they do and you will succeed too. It really is that simple, but not necessarily easy.

If you want to accelerate that process, hire a coach who has expertise in that area. A coach will help you duplicate the actions that will get you the results you desire to be successful.

***Success is not random, lucky or accidental. It is a system of actions - a formula that is reliable, predictable, and duplicable.***

In order to be successful at prospecting, you must first find the approach that suits your personality, experience, and unique set of skills and talents. Then you need to track your numbers. Experiment and tweak your approach. Fine tune it, until you can predict reliable results from your actions.

In the beginning, there will be a steep learning curve. You won't be as effective because you are learning how to master your prospecting and sales approach. Hang in there. Don't get discouraged. Be patient with yourself. Rome wasn't built in a day. Anything worthwhile requires effort, training, and practice.

Prospecting is a learnable skill. Keep on keeping on. Practice makes perfect. It pays off. Don't give up. There will be days you feel discouraged, disappointed and defeated. Shake it off and try again. Tomorrow is a brand new day to start all over again.

As a sales professional, you'll need to develop a tough skin. You'll need to be resilient, in order to bounce back. It's not for everyone. But, for those of us who do hang in there, there are lots of opportunities to succeed and prosper. Hang in there. Practice your prospecting skills to increase your success rate.

## Persistence Pays Off

***Be willing to fail your way to success. Don't give up before you even try.***

If you don't succeed at first then try, try again. Thomas Edison was relentless in his determination to create a light bulb. It took him 9,999 failures before he found the right combination of elements to

succeed. On the 10,000<sup>th</sup> attempt he successfully invented the light bulb. How many times are you willing to try? Don't give up. Keep adapting, adjusting, and tweaking your system for success.

## **Perseverance and Persistence Pay Off**

To be successful at prospecting, experiment until you find your special combination of elements that become your winning formula. Don't be afraid to make mistakes. You learn from them. Take the judgment, shame and blame out of it. Approach it like an experiment or a game. You are on an adventure of discovery. Enjoy the ride. You have to get in the car, gas it up, and put your foot on the pedal before you can go anywhere.

There is a formula for successful prospecting. It's not random. Treat it like any other discipline, skill or habit. Make a commitment to master it. It's essential that you find the combination that works best for you. If it's a good fit, your passion will drive your motivation through the ups and downs that are inevitable in sales and prospecting.

***Find your formula for successful prospecting. Practice it until you master it.  
Create a sustainable system for success so you can duplicate the results  
over and over again.***

You'll know when you have a sustainable system for success because you'll be able to predict and forecast your sales accurately and consistently. It's empowering. It gives you certainty.

Make sure you create a system that can grow as your business grows. Scalability enables your business to expand its capacities.

What used to work when you were smaller may not continue to work as you grow and become a top producer. You may need to hire a team to expand your operations. You need systems that can scale up to the new demand as you become more successful.

## **Prospecting is the Starting Point!**

It all starts with good, old-fashioned, prospecting. Prospecting is the fuel that feeds the sales engine to success. In order for that prospecting to pay off and enable you to expand, you need a system. A system enables you to stretch and expand with increased success and demands.

You may start out with a very simple prospecting system at first. Then, as you get more sales and your business and budget grows, you can invest in improving your systems to sustain your success.

Prospecting gets things started, but it's your systems that sustain your success and keep the lead generating machine nurturing and converting leads while you sleep.

# Create a Lead Generation Machine

*Would you like to make money while you sleep?*

What if you could attract new leads while you sleep? Wouldn't that be a neat trick?

It's time to put your website to work so it earns it keep. But first . . .

As I mentioned in the previous chapter, you need systems that support and sustain your success. Without systems, your success is limited. It's not scalable.

## **Marketing Automation Sets You up for Sustainable, Scalable Success!**

Marketing automation is a system that puts your marketing efforts on automatic pilot. It leverages your lead generation capabilities, by transforming your website, emails, and social media into a money making marketing machine.

In order to position your business for explosive growth and success, it's essential to automate as much of your lead generation and follow up process as possible.

Marketing automation enables you to duplicate the tasks that you repeat over and over again. You can schedule marketing campaigns to communicate to your leads automatically. It expands your reach to attract, nurture, and convert more leads while you manage other aspects of your business.

## **Marketing Automation speeds up your success time line.**

Marketing automation is like cloning yourself so you can be in several places all at once. It's your virtual marketing assistant that attracts, nurtures, and converts leads while you're busy being your brilliant self, taking a nap, or even enjoying a vacation.

***Wouldn't that be something, to have a marketing system that attracts and converts leads into new customers and cash while you're on vacation or asleep?***

If you want to transform your business into a lead generation machine, then you need to set up marketing campaigns that keep you in touch with your prospects with a marketing automation system.

There's a lot that goes into setting up a marketing automation system. You can start out with a simple system, like Constant Contact to send emails at first. Then you can grow into something more sophisticated when you're ready and have the budget to invest in it.

Marketing automation leverages your marketing efforts so you can reach more people faster and communicate to them more efficiently. It is definitely worth the time, effort and investment.

***Marketing automation pays off.***

# Quality Equals Quantity

*Your ideal client is the only one that matters. Forget about everyone else.*

If you don't have quality products or services, why bother? If you don't have quality prospects you are wasting your time. You need both to succeed.

Let's assume you believe in your company, product or service. Let's assume they are quality that you are proud to represent.

Let's focus on your prospects instead. After all, that is the point of this whole eBook. How can you get better results prospecting in a way that empowers you and gets you better results? If you focus on prospecting for quality prospects, you will get better results with less effort.

## Who is your ideal client?

Do you want to save precious time and effort prospecting? Would you like to find some short cuts? Would you like to double your business in a year? Then focus on only one kind of prospect – your “ideal prospect” and no one else. Tailor your marketing message and your sales pitch to your ideal prospect only. Don't waste your time talking to anyone else. Yep, it's that simple.

## Your Ideal Client is the key to your success!

Do you know who your “ideal client” is? It's the most important thing you need to know about your business. Your ideal client is the reason for your business. They are why you are in business.

You are in business to serve your ideal client by selling them your products and services. Get crystal clear about who they are. Once you know who they are, what their problems, pains, and needs are, you can plan and prepare your approach and message for communicating to them. When you communicate directly to them about their unique set of problems, pains and needs, they will feel like you understand them and really care. Then you won't have to sell them at all. They will want to buy from you instead.

So, who is your ideal client? Think about it. What is their personality, communication style, background, demographics, socio-economic status, etc. Do you like them? How will you know when you've found them? It is a worthwhile investment of your time to define who your ideal client is.

Once you define who your ideal client is, you'll understand them and how you can help them. You'll know how to approach them to get their attention.

## Focus on how you can serve your ideal client instead of trying to sell them.

Focus on what their problems, pain points and needs are. Instead of trying to sell them, serve them by solving their problems, relieving their pains, and satisfying their needs. When you do that, you won't even have to sell them. They'll want to buy from you instead, because they'll trust you. They'll feel like you really understand and care about them. Now that is true salesmanship. That is how the pros do it.

They don't sell anything. They inspire you to buy something instead. It is a distinction worth studying, if you want to be one of the best of the best.

## **Quality = Quantity**

When you have quality you don't need as much to satisfy you. Quality satisfies us so we don't need to seek out more to be fulfilled. That's just as true of high quality nutrition as it is of high quality shoes, cars, and yes, even high quality clients.

Have you ever had clients you had to work your tosh off for? And, no matter how hard you worked and bent over backwards to please them, it was never enough. They were demanding and draining. They didn't pay you enough for all the hassle. The money wasn't worth it. You just wanted to get rid of them because they took so much out of you. In the end, they weren't worth it, were they?

## **Your Ideal Client always appreciates you!**

When you only work with your ideal client, a high quality client, you NEVER have that experience, ever. Ideal clients are high quality clients because they want what you have to offer. You are a good fit. They appreciate you right from the beginning. They are easy to work with and please.

## **Quality versus Quantity**

When you wade through lower quality leads you have to go through more of them to get the sale. It takes more time and effort to qualify them, or more likely disqualify them. Lower quality prospects aren't your ideal prospects. Why on earth would you want to waste your time, talent, and energy on them? It doesn't make sense to work harder for more people and get paid less, does it?

Quantity works in some instances, such as call centers. They rely on volume because the quality is poor. They plan for that, but they don't pay for it. Call center sales people don't get paid well at all. It is the low end of the sales profession that can suck your soul right out of you. You are a telemarketing machine, not a skilled sales professional. Unless you are a manufacturer, that will wear you down fast.

In the long run, quantity is a lot more work than quality. In the short run, quality is more work. It's your choice where you want to invest your time and effort. Quality usually yields better results and rewards than quantity.

When you have quality prospects to work with you get to play your "A" game. When you deliver your product or service to your ideal customer you experience a sense of fulfillment. You know you served them well. And they appreciate it.

## **Quality = Referrals = Quantity**

Then a wonderful thing happens after the deal is done. They refer their family, friends and colleagues to you. That is where quality and quantity intersect. Quality leads to quantity. Fill your sales funnel with

quality leads. Focus all your prospecting on finding your ideal clients. Don't waste your time on anyone else.

Serve your ideal clients well. Give them your best. Give them everything you've got. They deserve it and they will appreciate it. They are the ones you're in business to serve. Your ideal prospect is quality that will eventually lead to quantity in referrals and repeat business.

Don't blindly do the numbers to make your sales manager happy. Focus on generating quality leads that convert with less effort. That's smart sales skills. No one is going to give you a hard time if you're producing results by converting more leads with less effort. They'll be asking you how you do it, or wondering why you're so lucky.

*Prospecting for your ideal clients increases your luck and your sales.*

# Tune into WIIFM

*It's all about them, not you. Remember that and you will succeed.*

Instead of trying to sell them something, be different. Find a way to serve and help them instead. That's right. Don't sell them anything. Help them get what they want or need. When you focus on serving them, you'll create a customer who becomes a raving fan for life.

Everyone is tuned into their own favorite radio station, *WIIFM – What's in it for me?* We're all singing our own favorite tune – *Me, Me, Me*. If you remember that, you'll attract more prospects with effortless ease.

So what songs do they play on your ideal prospect's favorite radio station? There are three genres:

1. What can you do to help me solve my problem?
2. How can you relieve my pain quickly?
3. What can you do for or give me that will make my life better or easier?

## Tune In to Establish Trust and Rapport

Prospects will tune into you if they think you are tuned into them. In order for them to hear you above all the other blaring sales stations out there, tune into their frequency. When you do, they'll resonate with you. Be the one that doesn't turn them off. Be the one who turns them on instead. Be different. Focus on taking the time to get to know and understand them and what they need. It is worth the investment. It will pay off.

## Wait! Don't Change that Station

Make sure you stay tuned into their station. They won't let you near their radio if they think you are going to change the station. If they believe you are sincerely interested in the tune they are humming, they'll invite you to sing a few bars with them.

Rather than trying to get them to listen to your radio station, listen to theirs for a while. Be patient. Waiting and listening are very valuable, underutilized sales skills. Learn them. Practice them. If you do, you'll learn a lot. You'll learn that you don't have to sell anyone anything. They'll tell you what they want to buy and why. You'll learn what they like and don't like. You'll learn what makes them happy and what turns them off. You'll establish rapport and common ground with them. They'll sense you care and understand them. Then when they're ready, they'll either ask for your advice or they'll be ready to buy. Be ready to respond.

**If you listen long enough, they will eventually tune in to your frequency.**

Share a new tune with them that you know they'll like because you were listening. Respond to what they need and want. Show them how you can solve their problems, relieve their pain, and satisfy their needs.

When you tune into WIIFM, they will tell you what they like, need, or want to buy from you. They will tell you how to sell them. Respond accordingly. They placed their trust in you. Honor it. Show them they were wise to trust you. Be noble. Do the right thing. Serve them well.

***Tuning into WIIFM is actually the fastest, easiest way to tune into your ideal prospects.***

# Serve Instead of Sell

*Sell is a four letter word.*

I've been harping on the concept of "serving versus selling" throughout this entire book, so I won't belabor the point here.

Like it or not, we are all selling something to someone at all times. Whenever we want to influence someone with an idea, or attract a new mate, or persuade someone to do something for us, we are selling something. Selling is simply persuading someone to buy what you are offering.

***People would much rather buy something than be sold anything.***

Remember that, and you will be a top-producing sales professional. Instead of trying to sell anyone anything, ask them what they want to buy and why? Help them make buying decisions to get what they need and want.

When you help someone, they appreciate it. When you serve someone, you're focused on helping them get what they want or need. Your focus is on them. They appreciate that because it's so rare.

Most sales people want to get something from them, the sale. Don't be "that kind" of sales person. Be the one they don't feel any pressure from. If you do, they'll let their guard down and trust you. They will open up to you and tell you their problems, and share their pain with you. They will tell you what they want and need and why? That will be your cue to give it to them.

You are there to help them buy what they want and need. You are not there to sell them anything. Let it be their idea and they will be happy to pay you.

Doesn't that seem like a much friendlier and fun way to do business? It takes all the resistance, resignation, and distrust out of the sales process. You aren't trying to talk anyone into anything they aren't interested in. You are helping them get their needs met. You are serving them instead.

When you let people buy what they need and want, you don't have to sell them anything.

***If you serve rather than sell,  
you'll be one of the most successful sales professionals in the world!***