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10 Steps - For a Successful Prospecting Perspective

1. Have the right attitude

- As the saying goes, 90 percent of everything in life is attitude.
 - The same goes for sales.
- Before you ever start prospecting, you need to have **the right attitude.**
- Before you make a call or sit down to type an email, the first thing you should do is get your head wrapped around your messaging and your success concept.
- You have the skills to sell in any situation.
 - It doesn't matter if it's 58 cents or \$58 million.
- Give yourself a little pep talk each time and remind yourself: "Hey, I can add value and sell this person a great solution."

2. Believe in your product, solution, and growing market!

- You've got to believe in what you're selling, your solution, and your space.
- You've got to believe your product/solution is worth at least 10 times the money and the time your prospect will invest in it.
- If you don't believe in the product/solution you're selling, each time you engage in prospecting, you'll become increasingly unconvincing and robotic.
- Sell yourself before trying to ever pitching anyone else.

3. Be persistent

- You've got to be willing to keep contacting people back again and again until you reach them and they are willing to engage with you.
- **InsideSales.com research** has shown that on average, reps give up after only 1.3 contact attempts.
 - That's not enough.....
- Stats reveal contact attempts of 8-12 times may be necessary (depending on product and vertical markets targeting).
 - You have to adopt a mentality that you won't quit and bring that into every prospecting contact you make.
 - When a prospect sees your commitment and dedication, they'll become much more receptive to your message.

4. Master your pitch and initial message

- You've got to have your company value proposition message down.

- That's why a brief Corporate Deck or Product Demo is valuable and important as a door opener.
- Whenever you're making a prospecting contact for a meeting, whether it's two minutes or 14 minutes, you need to know your goal.
- What are you hoping to get out of that conversation?
 - Is it to close on a F2F meeting?
 - Is it to find out who the decision makers are and the company landscape?
 - Is it to get some application discovery information?
- Know your goal and tailor your message accordingly, because each of your prospect contact paths will require a slightly different approach.

5. The significant differentiating Value Proposition

- Have a strong, differentiating message.
 - If you don't please let Kevin Lawson know as soon as possible.
- Your value proposition and clear message must be something a prospect cannot regurgitate and a competitor cannot imitate.
 - In other words, your prospect can't ignore your high value message and your competitors can't match its value.
- Your message must resonate so deeply with the client that it literally creates a picture they can't erase.
- Nobody considers a solution except for one reason, to solve a problem.
 - With your value proposition, make sure to clearly express how you will solve your prospect's problem.
- Remember, sometimes people won't recognize they have a problem until you point it out.
 - Wow them with what you know and what you can deliver (or your best practices for delivering your service).

6. Gains and losses

- Before making an initial prospect call, many people complain of nervous jitters.
- No one likes rejection, but that's part of the sales process.
- Every sales professional should remember that with each initial prospect call, they have everything to gain and nothing to lose.
- Great salespeople know this, and it serves as a powerful confidence booster and motivator.

7. The best value

- Every salesperson must believe they have the best value, regardless of price.
- What that means is you have to convince yourself that even if you're four times the price tag, you're still the best value.
- Understand what makes us better.
 - Why should someone buy our product or service over anyone else's, even when it's pricier?
- Make sure to convince yourself of this value as well as your prospect.

8. Respect your prospects

- Treat everyone with **respect**.
- Sales reps who are prospecting daily can fall prey to – starting to treat new prospects like the last eight people they failed to sell.
 - This is a big problem with prospecting.....
- You need to start fresh with every prospecting contact and treat each new prospect with respect.

- You can't hold them responsible for previous failed attempts.
- That wouldn't make any sense.

9. Diversify

- Don't put all your eggs in one basket.
- Or in the sales sense, never depend on one prospecting method.
- You need MULTIPLE prospecting methods to be successful.
 - HINT - If you feel disappointment after being rejected on a sales call, it's because you have too little going on.
- Disappointment and rejection are not emotions, they're indications that your model is broken, and you don't have enough pipeline/prospecting in your business.

10. The Database (or Method) for Prospecting

- Use a prospecting method that allows for the identification of prospects that meet the target demographic, vertical market, key buyer title and prospect company size for each customer.
- No database is perfect and there will be employees who have left the prospect/customer company, bad numbers or companies that have gone out of business (typically found in CRM databases that are not worked).

The List Recap

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- 2. Believe in your product, solution, and growing market!**
- 3. Be persistent**
- 4. Master your pitch and initial message**
- 5. The significant differentiating Value Proposition**
- 6. Gains and losses**
- 7. The best value**
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