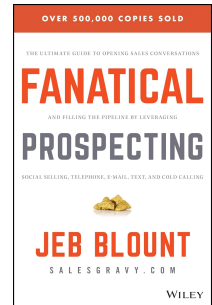


Fanatical Prospecting

Jeb Blount (2015)

*Notes by Bob Evelyn
Wilmore, Kentucky; 2024.*



The Case for Prospecting (pg. 3)

Superstars are relentless, unstoppable prospectors. They are obsessive about keeping their pipeline full of qualified prospects.

They don't make excuses. They don't procrastinate. They prospect even when they don't feel like prospecting. The enduring mantra of the fanatical prospector is: "One more call."

They don't blame the sales manager, company, products, services, or economy. They get moving, take responsibility, and own their territory. They generate their own leads and through hard work, determination, and perseverance, their own luck.

The brutal fact is the number one reason for failure in sales is an empty pipe, and the root cause of an empty pipeline is the failure to prospect.

Seven Mindsets of Fanatical Prospectors (pg. 10)

Developing and maintaining a fanatical prospecting mindset is the ultimate key to success in sales.

1. Optimistic and enthusiastic: They have a winning, optimistic mindset.
2. Competitive: They begin each day prepared to win the battle for the attention of the most coveted prospects – and outwit and out hustle their competitors at every turn.
3. Confident: They expect to win and believe they are going to win.
4. Relentless: They never, ever give up believing that persistence always wins.
5. Thirsty for knowledge: They seek out every opportunity to learn and invest in themselves by voraciously consuming books, podcasts, audiobooks, blog posts, online training, live seminars, and anything else they believe will make them better.
6. Systematic and efficient: They protect the "golden hours," block their time, and concentrate their powers to tune out distractions and avoid disruptions. They systematically develop their prospect database to build more effective and targeted lists and squeeze every moment from each sales day.
7. Adaptive and flexible.

Adopt a Balanced Prospecting Methodology (pg. 22)

Balance simply means that to get the best return from your prospecting time investment, there should be a mixture of telephone, in-person, email, social selling, text messaging, referrals, networking, inbound leads, trade shows, and cold calling.

If you are brand new in your territory, company, or industry, you must be prepared to pick up the phone and do lots of dialing or hit the streets and do lots of knocking. You may have to do a good bit of cold calling to qualify and build your database.

The More You Prospect, the Luckier You Get (pg. 25)

"Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it. Go out and get busy." (Dale Carnegie)

The unrelenting daily imperative for every salesperson is keeping the pipeline full of qualified prospects.

Calling the same old prospects over and over again is not prospecting activity. You must always replace the stale prospects with new opportunities.

Prospects that drop out must be *replaced* to keep the pipeline healthy and full. You must constantly be pushing new opportunities into your pipeline so that you’re replacing the opportunities that will naturally fall out.

One strong piece of advice: Go get on the phone and start dialing.

When you prospect consistently – and that means every day – amazing things happen. The cumulative impact of *daily* prospecting is massive.

Know Your Numbers (pg. 36)

What (quality) you put into the pipe and *how much* (quantity) determines what you get *out* of the pipe.

Elite salespeople, like elite athletes, track everything. You will never reach peak performance until you know your numbers and use those numbers to make directional corrections. At any given moment, you should know how many calls, contacts, emails, responses, appointments, and sales you have made.

Track, analyze, and make regular adjustments based on your prospecting performance stats.

The Three P’s That Are Holding You Back (pg. 41)

There are three mindsets that hold salespeople back from prospecting:

1. Procrastination: Salespeople put prospecting off – always with the promise that they’ll “get around to it” tomorrow or later this week or Monday. To be a fanatical prospector, you must develop the self-discipline to do prospecting each day.
2. Perfectionism: I’ll beat the rep that spends a call block meticulously researching each prospect on any day – by just picking up a targeted list and calling. Sure, I’ll miss a few things here and there if I don’t read every note in the CRM, but there won’t be enough of a delta to compensate for the activity gap between me and the rep who gets everything perfect before making a single prospecting call. Do research before and after the “Golden Hours” so it does not encroach on your prospecting block. And when perfect research, perfect organization, or finding the perfect time to call becomes an obsession that you use to shield yourself from potential rejection, you’ve got to get control of it.
3. Paralysis from Analysis: Rather than just dialing the phone, the rep goes on a “what if” binge, often followed by an attempt to get every duck in a perfect row.

Focus on making just one call. Then the next. Then the next. One call at a time. “Just do it.” Let the “what if’s” take care of themselves.

Some convince themselves that they need to gather more facts, just need a little bit more training, or that the timing is not right. They squander time worrying about what if’s.

TIME BLOCKS (pg. 49)

“To succeed in sales, simply talk to lots of people every day.” (Jim Rohn)

Top performers are masters at maximizing prime selling time for ... selling. They organize their day into distinct **TIME BLOCKS** dedicated to specific activities, *concentrating* their focus and eliminating distractions within those blocks.

Adopt a CEO mindset. This is the most critical component of time, territory, and resource management. Unless and until you are willing to accept complete responsibility for *owning* your time, nothing else matters. When you adopt a CEO mindset, you choose to see yourself as the CEO of You, Inc.

In sales you control your own destiny.

The GOLDEN HOURS (pg. 52)

Do not allow anything to intrude on the Golden Hours. Be diligent and disciplined with how and where you spend your time.

Your job is to interact with qualified prospects during the Golden Hours and move them into and through the pipeline. Do important non-sales activities before or after the Golden Hours. Top sales pros fiercely protect the Golden Hours.

TIME BLOCKS (continued) (pg. 58)

Salespeople and leaders are stunned at how much they get done when they:

- Block their time,
- Focus on a single activity, and
- Set an outcome goal for that activity.

Time blocking is transformational for salespeople.

We schedule our prospecting blocks into three “Power Hours” that are spread across the day; morning, midday, and afternoon. During Power Hours we do nothing but make tele-prospecting calls. We stay off email and remove all other distractions. We don’t do research, allow ourselves to get sucked into CRM management, drift off into social media sites, or accept any excuses. We don’t take breaks to get coffee or go to the restroom.

We minimize the downtime between calls by having our targeted call lists prepared and researched in advance. We take notes during the block and wait until after the block concludes to log our calls and update the CRM – time that is blocked specifically for CRM activity. We also schedule blocks for email and social prospecting.

Anybody can stay focused for an hour. If you invest just an hour a day to make 25-50 tele-prospecting calls and another hour for email and social prospecting, I can absolutely guarantee that in less than 60 days your pipeline will be packed.

Prospecting blocks should be scheduled or “blocked” on your calendar like any other commitment. They are appointments with yourself. Treat them as sacred – in the same manner you view a set meeting with a customer, prospect, or your boss.

Concentrating on a Single Focus (pg. 60)

What makes prospecting blocks so productive is the concentration of all of your power on a *single focus*.

Those thinking they are good at multi-tasking ... our brains don’t actually multi-task. Our brain cycles back and forth between multiple tasks. Multi-tasking takes away focus and slows us down on the primary task.

A simple concentration of power can transform. Focus on one thing – dial the phone. Have your list ready in advance, and make notes on the list as you call. Block time after the call block to log everything. Turn off mobile devices and email.

The two biggest prospecting derailers for sales professionals are email and mobile devices. You cannot be efficient when you are constantly being distracted. Placing your attention on one thing at a time is the key.

Starting Your Day (pg. 64)

Most salespeople have a hard time getting started with prospecting each morning. One of the best ways to avoid distractions is to never check your email first thing in the morning.

When you're with a customer, do you interrupt them to respond to a text or email? Don't allow anything to interrupt your single focus during prospecting time!

Blocking out the first 1-2 hours of each day for a focused telephone prospecting block is the mark of fanatical prospectors.

Platinum Hours (pg. 66)

Use Platinum Hours (non-Phone Block hours) for:

- Building prospecting lists
- Research
- Pre-call planning
- Developing proposals and presentations
- Creating contracts and getting approval
- Social selling activities
- Email prospecting
- Prospect research and call objective planning
- Planning and organization
- Administration and reports
- Responding to email
- Calendar management
- CRM management

The objective of Platinum Hours is to setup your sales day so that all of your focus can be spent on high-value selling activities.

Knowing Your Objectives when Prospecting (pg. 72)

Having a defined objective makes you effective because on each prospecting call, email, social media touch, networking event, or referral request, you know exactly what to ask for and how to bridge to your prospect's problems to give them a compelling reason to accept your request.

There are four core objectives:

- Set an appointment
- Gather information and qualify
- Close a sale
- Build familiarity

For complex, high-risk, high-cost products or services your primary objective will most often be an appointment with a qualified decision maker, influencer, or other stakeholder who can help you move the deal forward. Your secondary objective will be to gather information. The tertiary objective will be to build familiarity.

It's important to have an objective for every prospecting touch.

Prospecting is not for building relationships, selling, or chatting up your buyer. It is for setting the appointment, qualifying, building familiarity, and when it makes sense, moving into the sales process right on the spot.

The most valuable activity in the sales process is a set appointment – no matter where you are in the pipe: initial meeting, discovery meetings, presentations, closing meetings, etc. But it’s only an appointment when you have a firm commitment for a specific meeting time.

Qualifying Prospects (pg. 77)

Savvy salespeople are super disciplined in qualifying prospects. They understand that time is money, and it is a waste of time to work with prospects that are not going to buy. Gathering information is your primary objective with prospects you have not qualified.

For prospects that are totally qualified, you know the decision maker, the key influencers, the size of the business, the budget, and your competitors.

- Set appointments with prospects that are highly qualified and/or in the buying window.
- Nurture the prospects that you’ve qualified but are not in the buying window.
- Gather information on the prospects for which you have some or no data that enables you to qualify their potential and learn their buying windows.
- Eliminate the prospects that are bogus – out of business, too small, too big, etc.

But it probably makes sense to just set the appointment regardless of how qualified your prospect is if,

- You sell a product or service that is non-contractual,
- There is a high probability that most of your prospects will be buyers because your product is something they use all of the time,
- There is no set budgetary period for making purchases,
- The decision-maker role is fairly consistent and usually a single person.

Building Familiarity (pg. 81)

Building familiarity is almost always a secondary or tertiary objective of a prospecting touch.

Familiarity as a prospecting objective requires a long-term focus because it is improved through the cumulative impact of ongoing prospecting activity.

How you can increase familiarity:

- Each time you leave a voice mail, they hear your name and your company name.
- Each time you send an email, they read your name and see your email address, company name, and service brand.
- When you connect with them on LinkedIn.
- When you like, comment on, or share something they post on a social media channel.
- When you meet them at an industry conference and put a face with a name.

The Prospecting Pyramid (pg. 86)

Many salespeople treat every prospect the same. They attack their database randomly, with no system and no objective.

Top performers design their lists to make prospecting blocks efficient and effective. They segment their prospects by potential or size of the opportunity, and the probability that the prospect will convert into a sale.

1. At the bottom of the pyramid are the thousands of prospects we know little about, other than a company name and perhaps some contact information. The goal is to move them up the pyramid by gathering information to correct and confirm data, fill in the missing pieces, and begin the qualifying process.

2. Higher up the pyramid the information improves. The goal is to identify the buying window and all potential stakeholders.
3. Higher up, potential buying windows have been identified. The focus is to implement nurturing campaigns to stay in front of confirmed decision makers in anticipation of an identified future buying window.
4. Higher up are “conquest prospects” – the best opportunities. The focus includes nurturing and regular touches, stakeholder identification, buying window qualifying, monitoring for trigger events, and building familiarity.
5. Closer to the top are hot inbound leads and referrals. These require immediate follow-up to qualify and/or move them into the pipeline.
6. At the very top are highly qualified prospects who are moving into the buying window due to an immediate need, contract expiration, trigger event, or budgetary period. The goal is to move them into the pipe.

All of this requires a systematic, daily focus on gathering qualifying information and moving prospects up the pyramid.

Start each morning with a prospecting block focused on the list of these top-of-pyramid prospects while you are fresh, feeling your best, and motivated.

Once you’ve exhausted your high-potential prospects, focus your prospecting activity on qualifying and nurturing activities with conquest accounts. Follow that by focusing on qualifying the hundreds or thousands of prospects lower on the pyramid.

Being a more efficient and effective prospector begins and ends with an organized, targeted prospecting list.

Own Your Database (pg. 93)

Owning your database means being accountable for maintaining the integrity of your prospect database. It includes taking time to make copious notes following sales calls and logging those calls. It includes putting new leads in the system rather than carrying around a pocket full of business cards.

Small Wins (pg. 95)

The key is recognizing the cumulative value of small wins. I’ll often hear a sales rep bemoaning a call that they felt didn’t go very well – rather than celebrating the small nugget of information they uncovered about a decision maker that added another piece to the qualification puzzle.

Familiarity (pg. 96)

The more familiar a prospect is with you, your brand, and/or your company, the more likely they will be to accept and return your calls, open your emails, accept a social media connection request, respond to a text message, accept an invite to an event or webinar, etc.

It can take 20-50 touches to engage a prospect with little to no familiarity. Familiarity makes the prospect’s decision to give you their time feel less risky.

Warning: It’s easy to spend all of your time creating familiarity. If you do this in place of other prospecting activities, you’ll wake up a month from now with an empty pipe.

Referrals (pg. 99)

The real secret to generating referrals is:

- Give a legendary customer experience, and

- Ask.

Networking (pg. 101)

To be successful at networking, refrain from becoming a walking, talking marketing brochure. Nobody cares about you or what you have to say. They want to talk about themselves.

You don’t go to networking events to sell. You’re not there to set appointments, get leads, or close business. You are there to create connections with other people. You create connections when you ask questions, listen, and become genuinely interested in other people.

Following up after networking events is the key to anchoring your new relationships and familiarity. Use handwritten notes to remind the other person of your conversation by referencing something you spoke about.

Send a short text to thank the person for taking time to speak with you, followed by a LinkedIn connection request.

Personal Branding (pg. 103)

This is the ultimate way to build familiarity because people buy *you*. They buy you and trust you because they believe you are the only person who can solve their unique problems.

Speak (pg. 103)

Speak in public – regularly.

Social Selling (pg. 107)

Objectives of social prospecting include personal branding, building familiarity, inbound prospecting through education and insights, trigger events and buying cycle awareness, research and information gathering, and outbound prospecting via direct engagement.

The five C’s of social prospecting:

- Connecting
- Content creation
- Content curation
- Conversion
- Consistency

Social selling is not selling. People don’t want to be pitched or “sold” on social media. They want to connect, interact, and learn. The social channel is better suited to building familiarity, lead nurturing, research, nuanced inbound prospecting, and trigger-event awareness.

Go where your prospects hang out. Ask yourself, “On which social channels will I find my customers and prospects?”

Personal Branding (pg. 114)

Constantly ask yourself:

- Does my presence online support my efforts to build my reputation as a sales professional who solves problems and can be trusted?
- Does it help people become familiar with my name and brand in a positive way?

The #1 reason to engage in social selling is to improve familiarity and build trust. You want to be seen and heard, and you want to be viewed as a credible resource for potential buyers.

The most common mistakes in social media use ...

- Poorly written profiles.
- Incomplete and outdated profiles.
- Unprofessional photo or no photo.
- Extremely opinionated in politics or religion.
- Too much information on personal issues.

LinkedIn Profile (pg. 117)

An effective LinkedIn summary makes people want to know more about you and, ultimately, connect with you one-on-one. As for hiding contact info for privacy reasons – forget about privacy. You are in sales.

Building Familiarity (pg. 119)

To build familiarity you must be present and consistently engaging with prospects online so they see you often and over time become more comfortable with you. Engaging means liking, sharing, and commenting on their posts. You also need to post content that is of interest to them, congratulate them on achievements, and be present in groups where they participate.

Be aware that you are always on stage. It’s critical that you manage your message.

Inbound Prospecting (pg. 120)

Share insights and educate! Asking prospects to enter their information before you provide a white paper, e-book, or report might come across as pitchy. You can simply include links to white papers and reports embedded in your content.

LinkedIn Connections (pg. 124)

It’s in your best interest to send a LinkedIn connection request every time you meet a potential customer, new contact at a prospect, and people who have the potential to become a core part of your professional network.

Send a personalized note with each connection request that references any past meetings or conversations and gives a reason for your connection request.

Content Creation and Curation (pg. 125)

Publishing original content positions you as an expert. It makes you a valuable resource.

The primary way you provide value in the social channel is through content that educates, builds credibility, anchors familiarity, and positions you as an expert who can solve relevant problems.

In addition to publishing your own original content, you can leverage the content that is being created and published by others. Essentially, you aggregate the most relevant content for your audience and share it through your newsfeeds.

Consistency (pg. 128)

Consistency is crucial. Social doesn’t work if you show up *some* of the time. You must block 30 minutes to an hour each day (before or after the Golden Hours) to engage in planned, intentional social prospecting activities.

Message Matters (pg. 132)

With some introspection, diligent effort, and practice, you can craft impactful messages that move prospects to take action and deftly turn around reflect responses, brush-offs, and objections.

Prospects meet with you for *their* reasons, not yours. You must articulate the value of spending time with you in the context of what is most important to *them*.

In most prospecting interactions, you have mere seconds to get your prospect’s attention. In those precious moments, message matters. What you say (the words you use) and how you say it (nonverbal cues) are critical to your success.

If a prospect senses fear, weakness, and lack of confidence, they will shut you down or bulldoze right over you. Delivery matters. Fanatical prospectors exude confidence. A relaxed, confident, enthusiastic demeanor and tone will open doors when nothing else will.

If a salesperson were interrupting your busy day, what would you want?

- Quick and right to the point.
- Clear and transparent about their intentions.
- Relevant to your situation, problems, or issues.

Your prospecting message must be quick, simple, direct, and relevant. The prospect is thinking, “What’s in it for me?”

It’s not always possible to know which reason will lower the risk enough for your prospect to say yes to your request. Sometimes you must make an educated guess.

You’ve got to be able to deliver powerful value propositions that will pique curiosity and open doors. You must deliver a clear statement of the tangible results a customer gets from using your products or services.

People will only move from the status quo when they feel they can significantly improve their current situation.

When you can provide information about how much you’ve helped prospects in similar situations, you gain instant credibility.

Craft a well-laid-out case that is specific and germane to your prospect. An example:

“I’ve helped multiple companies in your market segment reduce time to profitability on new product launches by as much as 50% In fact, Aspen Systems’ IDEK SaaS launch was the fastest ramp to ROI in the history of the company. With our system, they made a 41% improvement over their last launch.”

An example of a very simple message for a small business prospect:

“I’m helping several restaurants in town with significant savings on supplies. I thought we could meet so I can learn about you and your restaurant to see if what we offer *might* be a fit.”

Build compelling stories that get your prospects’ attention. Your “power statement” must answer:

- The prospect’s issues
- Your offerings that address these issues
- Competitive differences

You must answer the question, “Why do my customers choose to do business with me?” This is how you define why you are truly different from your competitors – not just your company, product, or service – but *you*. Differentiation gets the attention of your prospect.

Give your prospect a good enough reason to meet with you and they’ll say yes.

You need a compelling message that works most of the time with most of your prospects. It must be quick, direct, and persuasive, but it cannot sound like a cheesy script. It’s got to be natural and authentic.

You need a message that can be delivered in 10 seconds or less and gives your prospect a reason; a “because” that’s good enough to get them to say yes. Focusing on a simple, straightforward “because” works ... a “because” that gives them a good enough reason to give up their time to spend it with you.

When you don’t have specifics about a prospect’s problems, issues, or concerns – you’ll need to *infer* problems based on economic trends or your knowledge of what other businesses are experiencing in the same industry, geographic area, or market segment, or with a certain competitor’s product.

“Strategic bridges” are unique to a single high-value prospect and specific individual (decision-maker) at that prospect. These are enterprise level, “conquest” prospects and C-level executives. Strategic bridges require research so that your bridge or “because” is specific and relevant, reduces risk, and gives a compelling reason to give you their time.

Setup Google alerts to have information about a company or individual sent directly to your inbox.

The Emotional Factor (pg. 144)

People make decisions based on emotion first, and then justify with logic. This is why pitching logic (features) doesn’t work. Prospects want to feel that you get them and their problems, or are at least trying to get them, before they’ll agree to give up their time to meet with you.

Relate to painful emotions like stress, worry, insecurity, distrust, anxiety, fear, frustration, or anger. Offer peace of mind, security, options, lower stress, less worry, or hope.

They’re anxious that there may be something in the marketplace that they are not privy to. Offer insights.

Executives and contacts in technical and data-centric roles will value data and case studies.

The Key to Crafting the Right Message (pg. 145)

The most effective way to craft the right message is to simply stand in your prospect’s shoes. Consider what might be important to them.

Ask (pg. 146)

The most important element of any prospecting touch is the “ask” – what you are asking the prospect to do or give up. If you fail to *directly* ask your prospect to take action, everything else is just academic.

Ask for the appointment. Ask for information. Ask for the decision maker. Ask for the next step. Ask for the sale.

When you ask, assume you’ll get what you want (confidence). The words you use and how you structure those words sends the message loud and clear that you assume you will get a yes, or a no. When you choose weak, passive words – it sends the message that you lack confidence.

And the hardest part of asking is learning to ask – and then shut up.

Using the Phone (pg. 157)

Think about it – if the phone did not work, why are so many tele-prospecting companies springing up across the globe – and thriving?

The telephone is, has always been, and will continue to be the most powerful sales prospecting tool.

The phone call is more effective than email, social, and text messaging because when you are actually speaking to another human being, there is a higher probability that you’ll set appointments, sell stuff, and gather qualifying information.

The ultimate key to success is the SCHEDULED PHONE BLOCK of 1-2 hours.

Phone Prospecting Framework (pg. 165)

1. Get their attention by using their name: “Hi Julie.”
2. Identify yourself: “My name is ____ and I’m with Sales Gravy.”
3. Tell them why you’re calling: “The reason I’m calling is to set up an appointment with you”
4. Bridge – give them a “because”: “I just read an article online that said your company is going to add 200 new sales positions over the next year. Several companies in your industry are already using Sales Gravy exclusively for sourcing sales candidates and they are very happy with the results we are delivering.”
5. Ask for what you want, and then shut up: “I thought the best place to start is to schedule a short meeting to learn about your sales recruiting challenges and goals. How about we meet Wednesday afternoon around 3:00 p.m.?”

No pauses! The moment you pause you lose control of the call.

Be professional and straight to the point.

On getting their attention – Once your prospect answers the phone you have a split second to get their attention. The easiest, fastest way to get someone’s attention is to use the most beautiful word in the world to them – their name.

On the “because” – The person you’re calling could not care less about your product, service, or features. They don’t care about what *you* want or what *you* would “love” or “like” to do. They don’t care about *your* desires, *your* quota, or that *you* are “going to be in their area.” They only care about what is relevant to *their* problems, and they will give up their time to you for *their* reasons, not yours.

Voice mail (pg. 173)

You must give them a reason to call you back. Keep your compelling message to 30 seconds.

Best Time for Calling (pg. 175)

Timing calls is the greatest excuse and cop-out for salespeople who don’t want to prospect by phone, or sometimes to prospect at all.

Salespeople who prospect daily on a regular schedule are always more successful over time than those who make the attempt to time their prospecting. Forget about timing your calls and commit instead to a daily, first-thing-in-the-morning call block.

PHONE PROSPECTING IS THE MOST IMPORTANT ACTIVITY IN SALES. It is the one activity that will have the greatest positive impact on the health of your pipeline. Thinking about it, pushing it off, or trying to time it will not make it any more appetizing.

Set the appointment with yourself and keep it. Your energy level, confidence, and enthusiasm will be at their peak AT THE BEGINNING OF THE DAY. Plus, prospects will have fewer things on their plate as they begin their day.

Rejection (pg. 180)

The feeling of rejection is real. Learning how to manage the disruptive emotions that are triggered by rejection begins with a deeper understanding of where your prospect is coming from when you interrupt their day.

1. Reflect response: There are things the prospect will reflexively say when they are interrupted by a salesperson. They don't think about the response. It's just the script they have been conditioned to use when confronted by salespeople.
2. Brush-off: “Call me later.” “Get back to me in a month.” “Why don't you just send over some information.” Prospects lie because salespeople have trained them to do so. If they tell the truth, the salesperson will respond by questioning their judgment in saying no.
3. Objections: This is a more truthful and logical rebuttal to your request. They typically come with a “because.” Objections open the door to turning things around and setting up a meeting, or changing gears and gathering qualifying information that will help you in the future.

You should have a *practiced* script for responding in these instances. A practiced script makes your voice intonation, speaking style, and flow sound relaxed, authentic, and professional.

Scripts are what make politicians and public figures compelling personalities (when they stay on script). Some worry that they won't sound like themselves if they use a script. This is why actors, politicians, and top sales professionals *rehearse* and *practice*. They work and work until the script sounds natural and becomes *their* voice.

Interacting with Gatekeepers (pg. 194)

1. Be likeable.
2. Use please (twice): “Would you please connect me to Mike Brooks, please?”
3. Be transparent: Provide your full name and company name.
4. Connect with them: “When I call, I will often spend more time talking to them than to my client.”
5. Hold the cheese: Never use cheesy schemes or tricks.
6. Ask for help. (And sprinkling in a little humor can make a difference.)
7. Change the game: Call early or late. Use social network to send direct to the contact via their social inbox.
8. Meet them in person: Conferences, networking events, civic clubs, charity events, trade shows.
9. Send an email.
10. Send a hand-written note.

And remember – in sales, persistence always wins – always!

Email (pg. 214)

Email is a powerful part of a balanced prospecting approach. When leveraged intelligently it opens doors, gets results, and generates far more engagement and response than social prospecting.

Take steps to ensure your email gets delivered.

- Don't send bulk email.
- Avoid attaching images.
- Avoid hyperlinks.
- Avoid attachments.

- Skip spammy words and phrases.
- Avoid sending too many emails to the same person.

Take steps to ensure your email gets opened. They, like you, must make instant, split-second decisions to open, delete, or save for later. You must stand out from all of the noise and be compelling enough to entice a click.

Familiarity helps. An email from a person you recognize catches your eye. This is why leveraging the phone and social channels prior to sending an email can increase the chances of getting your emails opened.

The layering of channels to build familiarity is extremely powerful. If you leave an effective voice mail and they hear your name and company name, then when they see your name and email address in their inbox you will be more familiar.

If you connect with them on a social channel and like, share, or positively comment on something they have posted, this increases the probability of your email being opened. Likewise if you meet them in person at a trade show or networking event. Layering prospecting channels to open doors should be focused, targeted, intentional, and strategic.

Your subject line must scream, “Open Me.” Make it about your prospect.

And your email must convert! It must *compel* the recipient to take action. Investing the time to get your message right is critical.

Using text messaging (pg. 237)

Familiarity is everything with Texting. It works best as an integrated part of a larger prospecting system and strategy rather than a standalone channel.

The better the prospect knows you, the more effective your prospecting text message will be. Use texting after a networking event, or after trigger events.

(From Jeb Blount, Sales Gravy)

Patricia – saw the announcement that Halcon is merging with Remco. Sure things are buzzing over there. Here’s an article I thought you might find helpful.

<http://www.salesgrave.com/article>

Let’s catch up when you get a moment.

When using texting, you must identify yourself. Don’t assume they have your contact information on their phone.

Developing Mental Toughness (pg. 245)

When the going gets tough, the mentally tough keep going.

Sales is a tough, grueling, and sometimes heartbreaking profession. The pressure to deliver and the demand to perform in sales is unrelenting.

This is why salespeople are the elite athletes of the business world. The employees of your company count on you for their jobs and paychecks. Like top athletes, you must train hard to deliver peak performance.

All elite athletes – in sports and business – train hard and work hard. That is a given. Champions, however, gain their competitive edge from mental toughness. There are seven core dimensions of mental toughness:

- Self-confidence
- Attention control

- Minimizing negative energy
- Increasing positive energy
- Maintaining motivation levels
- Attitude control
- Visual and imagery control

Persistence is the fuel of winners. Persistence gives you that last, final push across the finish line.

The fact is that sales is a grind. Prospecting is a grind. But you’ve got to grind to shine.

Investing in Yourself (pg. 254)

The most successful people are constantly investing in themselves to increase their knowledge, gain insight, and sharpen their skills.

Fifteen minutes a day of professional reading adds up fast. Reading just 15 minutes a day will change your life and your income.

Keeping yourself in great physical condition improves creative thinking, mental clarity, and optimism. Regular exercise, sleep, and eating healthy play a part

Attitude (pg. 260)

When facing setbacks, instead of complaining, “Why me?” – ask, “How can I learn from this?”

Eleven Most Important Words (pg. 264)

“Eleven words changed my sales career – ‘When it is time to go home, make one more call.’ I wrote this sentence on an index card and taped it over my desk.”

Fanatical prospectors have the self-discipline to do the hard things in sales. Top performers understand that to succeed at the highest level, they’ve got to pay for their success in advance with hard work, sacrifice, doing things they hate, and making one more call.

The only question that really matters is – How bad do you want it?

Notes-Excerpts by Bob Evely