

Sales “In Sight”: Prospecting

by Kriss Barlow

For many members of the sales team, seeking out and developing new contacts is a difficult and time-consuming task, a task that seldom gets done like it should. You are not alone. Only one in ten salespeople make regular prospecting calls. Rationalizing, blaming and many internal responsibilities can get in the way. Here are some tips to break the cycle and enhance your prospecting efforts.

Establish a set number of prospecting calls per week. Determine a morning or afternoon block of time to make the initial calls. Schedule it religiously.

Write down your introductory statement. It should be smooth and feel friendly to the prospect you are calling. While you are composing, consider all the “lines” salespeople have used when you are the client. If they were turn-offs for you, others will probably feel the same. Position the benefit by saying, “I wanted to take a minute of your time to tell you how the XYZ program is assisting employers in reducing their medical costs.”

Look through your current targeted prospects and determine their potential need. Evaluate any barriers before placing the call. If you are marketing injury care to employers, sort the prospect list by type of industry and call the businesses that have a higher rate of work-related injuries.

There are three requirements for good prospects. Prospects must:

1. Have a need for your product

2. Be able to afford your product

Costs and/or time and money must not be insurmountable.

3. Be accessible

Let’s face it, if you can’t communicate with the prospect it’s pretty hard to qualify them.

Creativity with your telephone approach, mailing, faxing or connecting at community events offer a starting point.

A good system of tracking prospects is essential. Develop a routine for obtaining background information that includes a ranking system and notes regarding the dialogue. Many excellent databases simplify the process. Don’t waste valuable prospecting time looking for phone numbers.

Successful prospecting is not magical. It requires determining your target, doing your homework, committing time to the process and tracking your results. It is hard work and requires a good deal of determination. Successful prospecting leads to increased business opportunities and increased revenue.



Kriss Barlow, Corporate Health Group,
www.corporatehealthgroup.com, 1-888-334-2500