



# PROSPECTING SKILLS

For each of the key elements of the sales prospecting process, rate yourself or your team on a scale of 1 – 10, where 1 is very poor and 10 is excellent.

<b>1. <u>STRATEGICALLY IDENTIFYING &amp; APPROACHING YOUR MARKET</u></b>	
▪ Clearly defining your target market	<input type="checkbox"/>
▪ Segmenting your prospects in terms of importance, e.g. Gold / Silver / Bronze	<input type="checkbox"/>
▪ Developing a clear strategy on how to approach prospects	<input type="checkbox"/>
▪ Committing to a regular calling programme	<input type="checkbox"/>
▪ Maintaining an efficient system for managing prospects	<input type="checkbox"/>
▪ Conducting adequate research prior to contact	<input type="checkbox"/>
<b>2. <u>APPROACHING PROSPECTS</u></b>	
▪ Clearly defining your call purpose	<input type="checkbox"/>
▪ Developing a Purpose and Benefit statement	<input type="checkbox"/>
▪ Engaging your prospect in a conversational manner	<input type="checkbox"/>
▪ Listening for need cues conversation starters	<input type="checkbox"/>



## **2. APPROACHING PROSPECTS (CONTINUED)**

### **➤ Asking for Referrals:**

- Asking for referrals at every opportunity
- Leveraging good work with customers to gain referrals
- Developing customers as advocates

### **➤ Networking:**

- Proactively seeking the best and most appropriate events / groups and building a broad, vibrant network
- Being highly regarded as a company with a strong brand
- Building strong, ongoing relationships with the right people

### **➤ Direct Prospecting / Cold calling:**

- Being strategic as to who to approach
- Preparing a professional Purpose / Benefit statement to use when calling prospects and overcoming objections proactively
- Following up opportunities enthusiastically

## **3. PIPELINE MANAGEMENT**

- Moving prospects through, or out of, your pipeline; Eliminating time wasters
- Pre-qualifying potential customers
- Maintaining a 'shadow portfolio' of prospects



#### 4. GENERAL

- Developing strategic partnerships
- Regularly reviewing product / market match
- Updating prospecting methodologies, skills and competencies as a way of life
- Leading a culture of 'team selling' within the business