The Ultimate Guide to Crushing Your Next Quota:

51 Things You Can Do Right Now

There are no silver bullets in sales. But there *are* activities that have a proven impact on your ability to meet quota. The best part is that they're cumulative -- so the more you do in conjunction with each other, the better your chances of hitting your numbers.

Ready to crush it? Check out 51 things you can do right now that'll help you climb the leaderboard next month or quarter.

Prospect-Related

1. **Send a breakup email to a prospect who hasn't returned your last several calls and messages.**
2. **Revisit a deal that ended in no decision. There may have been an organizational change that will allow you to restart the conversation.**
3. **Ask a current customer for a referral.**
4. **Reach out to a current customer to see if they're interested in additional products or services.**

5. **Research customers you closed more than a year ago to see if any of them have moved to new companies.**
6. **If you've got a high-value target account but the timing isn't right, send them a physical letter. You may impress them enough to get a call back when their need is more urgent.**
7. **Attend a networking event.**

Social Selling

1. **Find and join three or more LinkedIn groups to which qualified buyers belong.**
2. **Set up Google alerts for your leads.**
3. **Follow five prospects on Twitter.**
4. **Optimize your Twitter profile for selling.**
5. **Subscribe to two new blogs your prospects are reading.**
6. **Post a relevant piece of content on LinkedIn, Twitter, Facebook, and/or Google+.**
7. **Comment on a post your prospect shared.**
8. **Reach out to 10 different prospects for their insights on a topic and publish their answers in a blog post.**
9. **Remove bad buzzwords from your LinkedIn profile.**
10. **Rewrite your LinkedIn summary Refresh your LinkedIn headline.**
11. **Use these seven little-known LinkedIn prospecting strategies.**

7 Little-Known Ways to Find New Prospects on LinkedIn

Salespeople tend to be masters at the art of LinkedIn. They maintain their profiles in tip-top shape, use the network to research buyers before sending a call or email, and keep close tabs on what their customers post in groups. Of people who are still not sold on the power of LinkedIn, few (if any) are in sales.

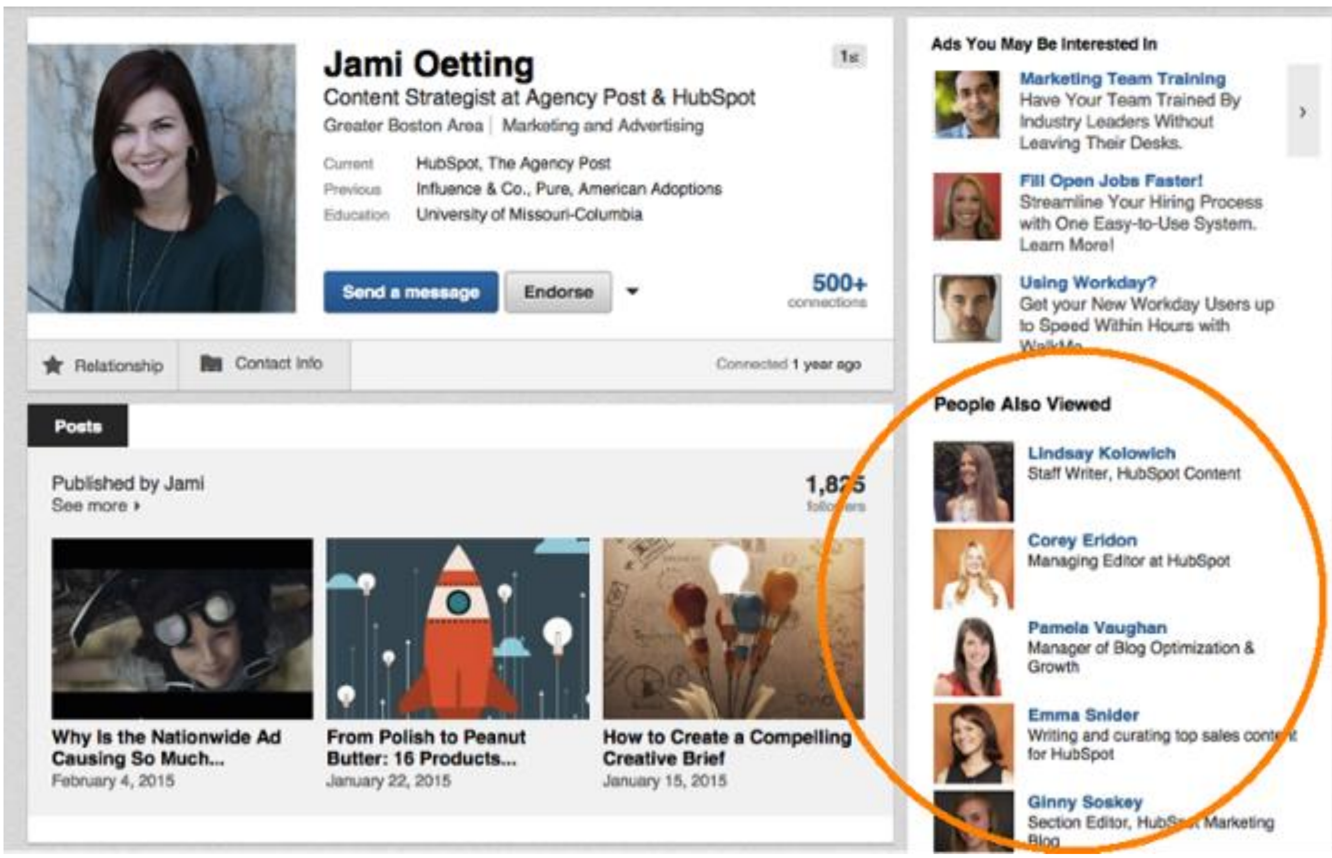
So when it comes to prospecting on LinkedIn, most salespeople have the basics down. They know how to search for prospects and narrow the results down by industry, company, location, and other specifications. The savviest of the bunch also know how to save searches to get new prospects directly emailed to them.

But what if search isn't yielding any relevant prospects? While search is the most logical place to look for new opportunities, it's by no means the only method. Use the following seven ideas to find new prospects on LinkedIn when search just isn't cutting it. You might find that even an experienced pro can learn some new tricks.

1) "People Also Viewed" Sidebar

Don't you wish you could clone your best customers? Well, turns out it's not such a far-fetched desire. With the "People Also Viewed" sidebar, you just might be able to.

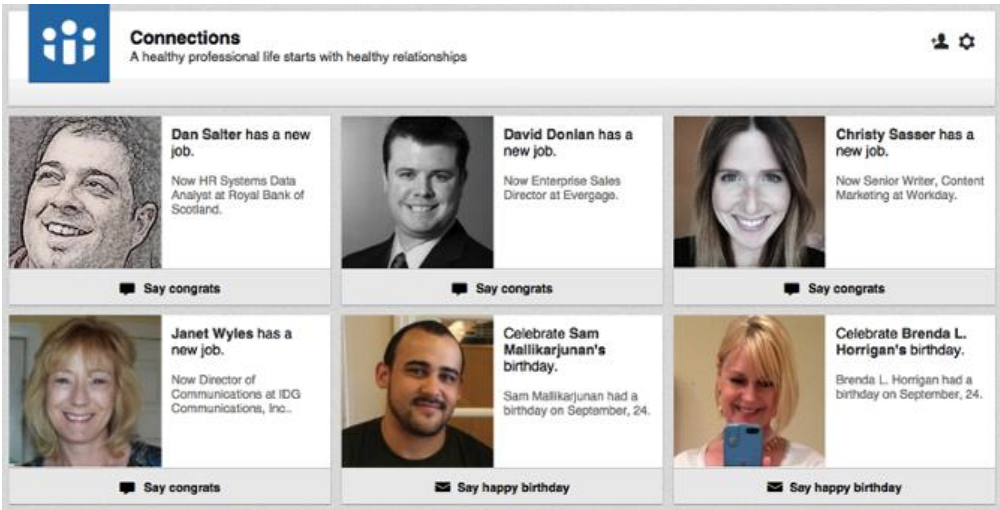
Visit the profile of one of your first-rate customers or prospects, and then look to the right. Chances are, the "People Also Viewed" box contains others similar to your contact. You've just magically turned one prospect into several.



2) Job Changes

Changing jobs is one of the most effective trigger events in sales. When a person takes on a new role, they are more open to shaking things up with a new product or service purchase. Swoop in at the right time, and you could land yourself a plum new customer.

To determine which of your connections has recently joined a new company, click the "Keep in Touch" button under the "Connections" tab. Voila! You can add a handful of new prospects to your list -- just make sure to reach out sooner rather than later.



3) Competitor Networks

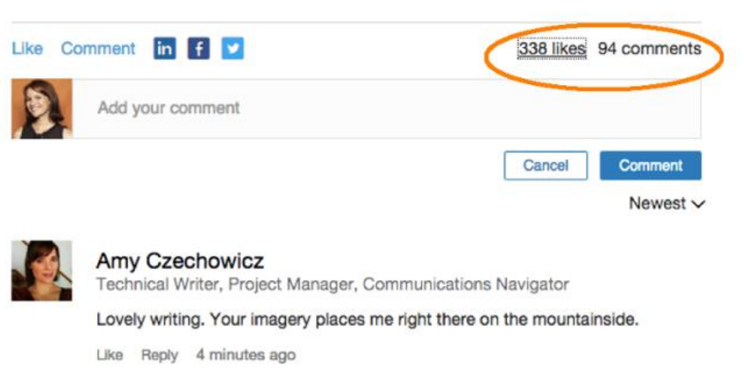
Selling to a customer of a competitor is often easier than sourcing a totally new prospect who has no experience with the type of product you sell. You've likely formulated some compelling arguments as to why their customers should transition to your offering. The ammo is there -- now you just need a customer list.

Lucky for you, other LinkedIn members' networks are searchable (provided they don't opt to protect them) -- and that includes those of rival salespeople. They're likely connected with their prospects and customers, so peruse their networks with your prospecting hat on.

4) Pulse

Odds are, you check out articles of interest to your target audience on Pulse fairly regularly. That's great -- keeping up with what your prospects care about is critical. But did you know that you could also pick up some new prospects while you read?

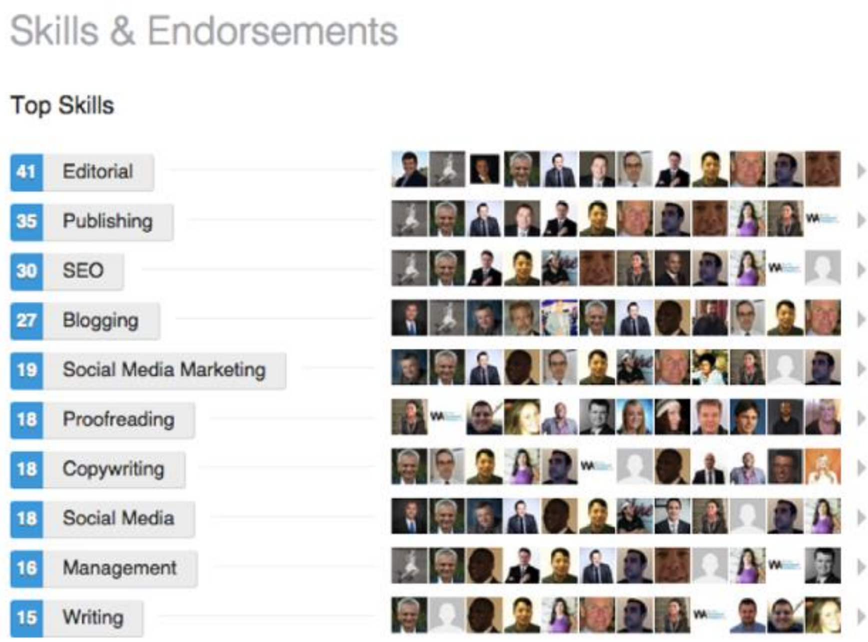
The next time you finish a Pulse article, don't stop there -- expand the comments, and click on the number of "likes." These two steps will surface people who are clearly interested in what they just read, and if the subject matter relates to what you sell? Prospects, ahoy!



5) Skill Endorsements

People tend to attract others like themselves. And sometimes, those others dish out praise.

Similar to the "People Also Viewed" trick, scroll down to a great customer or prospect's "Skills" section, and check out who's endorsed them. You'll find that birds of a feather often flock (and endorse) together.

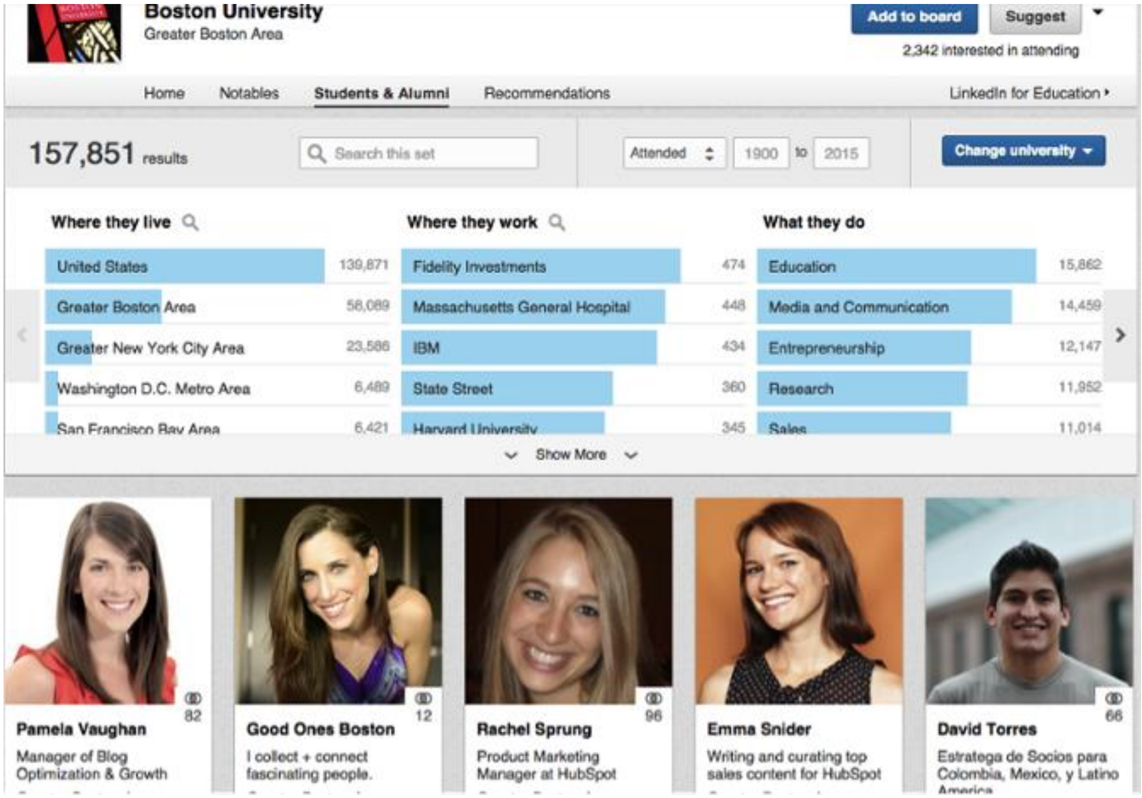


6) Alumni Search

So you already know about LinkedIn's standard search. No doubt that it's incredibly helpful, but barring shared connections or interests, people who show up in your search results likely don't have anything in common with you.

And it's not easy to write a cold sales email or make a cold call with no common springboard to kick off the conversation.

Enter Alumni Search. Simply type linkedin.com/alumni into your browser, and you'll get a list of new prospects who attended your very own alma mater.



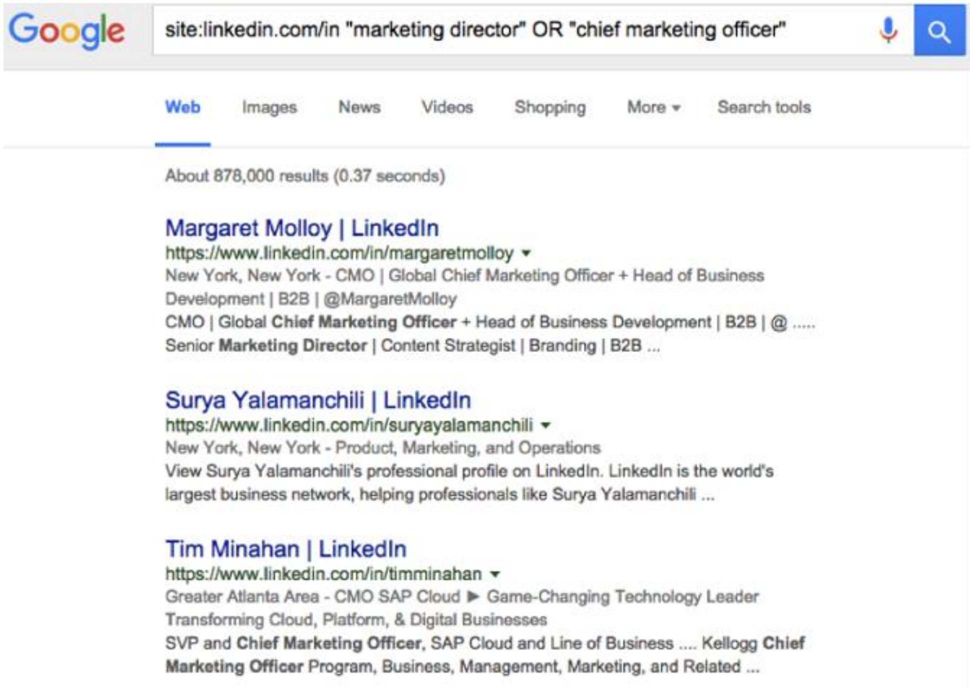
7) Boolean Google Search

Granted, this isn't a LinkedIn tip per se, but it will surface a list of LinkedIn profiles. The next time you're searching for new prospects in Google, consider using Boolean search operators, such as quotation marks, OR, AND, or NOT.

A quick explanation of each:

- **Quotation marks**: Will surface results containing the exact phrase.
- **OR**: Will surface results that either contain search term A or search term B.
- **AND**: Will surface results that contain both search term A and search term B.
- **NOT**: Will surface results that contain search term A without search term B.

Pop in "site:linkedin.com/in" at the beginning of your search, and prospect away.



The next time your lead list is looking thin and traditional LinkedIn search isn't doing the trick, consider using one of these non-traditional prospecting hacks. The best part? Since you're working on LinkedIn, you're privy to the personal details that can help you create a perfectly customized pitch.

Professional Development and Self-Improvement

1. **Schedule a session with your sales manager to work on a specific tactic.**
2. **Shadow another rep.**
3. **Watch a sales video on YouTube.**
4. **Listen to a sales podcast.**
5. **Read a sales book.**
6. **Download summaries of the top sales books.**
7. **Go to a local meetup for salespeople.**
8. **Attend a sales conference.**
9. **Look at your notes from the last training seminar you attended.**
10. **Review the last five deals you lost (and won) for commonalities.**
11. **Ask a prospect why they didn’t end up buying from you.**
12. **Review the most common sales objections and learn how to respond to them.**

13. Practice leaving voicemails with another rep.
14. Perform a win/loss analysis of your last deal.
15. Role-play with a team member.
16. Look over your sales script with your manager and make any necessary edits.
17. Reach out to current customers or shadow a customer support rep.
18. Catch up on industry content.
19. Refresh your knowledge of your product (review training materials, internal updates, policy changes, etc.)

General

1. Tap a colleague to help you team sell.
2. Ask a happy customer for a testimonial.
3. Track a new sales trigger event based on the most recent deals you've won.
4. Review your templates to find which ones most consistently generate replies.
5. Review your case studies to make sure you're using the most effective ones.
6. Review your buyer personas.
7. Automate an administrative task so you can spend more time selling.
8. Make a cheat sheet of reasons to disqualify prospects.
9. Set a goal tied to the specific skill or stage of the sales process you're struggling with.
10. Make sure you've got the most up-to-date information on your competition.
11. Plan a social event with your team members. The closer you are, the more likely you are to collaborate.
12. Look for three pieces of content to send to future prospects.
13. Develop an "anti-pitch" for getting a decision maker's attention.

You won't exceed quota by pinning all of your hopes on one or two big deals: You'll exceed it by continuously working throughout the month or quarter. Go out there, and make it happen.