

# The Essential Sales

## PROSPECTING CHECKLIST



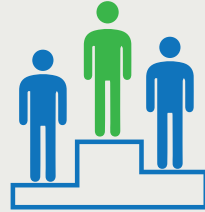
**Understand** your product or service, & how it's used today



**Define** your product or service's specialty



**Analyze your current customers** & why they buy



Describe your **ideal customer** in as much detail as possible



**Anticipate weaknesses** your prospect may find with your product or service



List customer segments that benefit most from your **specialization**



Define how your product or service is **different**



**Analyze your competitors** advantages & why their customers buy



Which markets **are not buying your product** or service category?



Identify what your prospect **must believe** to buy from you



Evaluate your prospects' **good characteristics**



Evaluate your prospects' **poor characteristics**



**Focus your energy** on your best prospects

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**It's hard to sell something if you don't have a prospect to talk to.** The most important part of selling is prospecting – finding new, qualified people to talk to.

One of the most important questions any salesperson can ask is **“Where is my next sale coming from? Is what I'm doing right now leading to that sale?”** Successful prospecting solves this issue.

**The simple rule for successful prospecting is to spend more time with better prospects.**

The best salespeople have the most complete strategies and plans to develop the highest quality and quantity of prospects that can and will buy within a reasonable period of time.

**Here are the steps they take to spend more time with better prospects:**

- Understand your product or service, and how it's used today
- Define your product or service's specialty
- Analyze your current customers and why they buy
- Describe your ideal customer in as much detail as possible
- Analyze your competitors advantages and why their customers buy
- Define how your product or service is different
- List customer segments that benefit most from your specialization
- Anticipate weaknesses your prospect may find with your product or service
- Which markets are not buying your product or service category?
- Identify what your prospect must believe to buy from you
- Evaluate your prospects' good characteristics
- Evaluate your prospects' poor characteristics
- Focus your energy on your best prospects