

50 PROSPECTING TRUTHS





1

Accept reality: It's your responsibility to prospect, don't rely on others for your leads.



2

Networking is not prospecting.



3

Prospecting is a muscle and just like any other muscles it must be regularly worked if it is to remain healthy.



4

Thinking about prospecting is not prospecting. You might be thinking of your prospects but they are not thinking of you.



5

Be thankful sales is not easy; it's why there is so much money to be made in sales. If sales was easy, it wouldn't pay well.



6

The perception of bad leads is just that a perception. Bad leads are a result of a bad process or mindset.



7

Always know it will take you twice as many attempts as you think it will take to engage a prospect.



8

Don't start what you can't finish. **Follow-up is the norm, not the exception.**



9

Prospecting is not about you, it's about the prospect.



10

Prospecting is not something you do when you have time or don't have enough business. **Prospecting is a daily activity, just like showering.**



11

Divide your prospecting into three parts: **TOP-MIDDLE-BOTTOM** of the pipeline. Place more value on the bottom than what put you in at the top.



12

Establish an accountability process: **CRM-PEERS-TEAM-LEADER.**



13

“Tomorrow begins today.” Never end the day without knowing exactly who you prospect tomorrow and what your objectives are for the call.



14

Break your day into five, 90-minute segments. Dedicate at least one segment to prospecting. (New salespeople will need to dedicate up to three per day.)



15

At the start of each prospecting segment, **know what your overall goal is and how you will measure it.**



16

Spend 5 minutes after each prospecting segment **to congratulate yourself and evaluate your performance.**



17

When prospecting, know what your cadence is for follow-up messages, process, etc.



18

Leverage your systems including the basics when it comes to keeping scripts, questions, etc. you can use daily.



19

Prospect by industry or segment type to allow for more effective use of your time and to build confidence.



20

Focus and discipline in executing your prospecting plan is the key to success in prospecting.



23
Know what your goal is before making any contact.



22
The telephone (still) works as a prospecting tool.



23
A prospecting call isn't an interruption to someone's day when you have something to offer. An interruption becomes an intervention when you can offer help.



24
When kept short and tight, voicemails can be an effective prospecting tool.



25
Allow your personality to come through on every phone call and every voicemail.



26
Those who believe "cold calling" is dead are the same people who don't like talking on the telephone and want to hide behind social media to sell.



27
Maintain both prospect specific notes and industry/segment notes to help you long-term.



28
Never forget your objective with each prospecting call: to move the process forward. Always end by securing a firm next step to talk again.



29
 Don't fall for the myth: **calling doesn't work, send more emails.** Those who believe this are the ones who are afraid of the phone and should not be in sales.



30
Never falter from the absolute belief in how you can help others.



31

Bring new value with each message

whether it be on the phone, voicemail, text or email.



32

Your goal with an online connection is **to create an offline conversation.**



33

There's always time to make one more call.



34

Don't hide: Email is not your primary or only prospecting tool.



35

If in doubt, pick up the phone and make the call.



36

You will learn far more in one short phone call with a prospect than you will learn exchanging 5 emails with them over a two-week period.



37

Never allow the need for research to get in the way of making the call.



38

Each minute spent on social media must earn its way.



39

You can't take, 'clicks,' 'likes,' and 'shares' to the bank.



40

Your goal with email is to provide not quite enough information. Create a need for the prospect to call you before making a decision.



41

Prospecting is an omnichannel activity;

not just email, the telephone, or social media. It is using everything in a deliberate manner.



42

Be ruthless in your follow through:

Your objective is to work with customers not spend time with suspects.



43

The only thing holding you back from success in sales - YOU.



44

Know the difference between prospects and suspects who do nothing but take up your time.

and suspects who do nothing but take up your time.



45

The most valuable asset you have is your time:

use it wisely, it's not about being busy, it's about being productive.



43

Who you spend prospecting this month or this quarter is who you will close next month and next quarter.

or this quarter is who you will close next month and next quarter.



47

Prospecting is not an activity, prospecting is a lifestyle.



48

Prospecting fuels sales. **Sales fuels business.** Business drives the economy.



49

Prospecting is freedom; when you prospect you control your destiny and you determine your level of success.



50

Never use the excuse of not having a tool as the reason you are not good at prospecting. The best tool you have is your mind and your attitude.



Mark Hunter, CSP “The Sales Hunter”

One of the top 50 most influential sales and marketing leaders in the world.

FOLLOW ALONG WITH MARK:

-  www.Twitter.com/TheSalesHunter
-  [www.linkedin.com/in/Mark Hunter](http://www.linkedin.com/in/MarkHunter)
-  <https://www.youtube.com/user/TheSalesHunter>
-  www.Facebook.com/TheSalesHunter

PROFESSIONAL EXPERIENCE

-  He is author of “**High-Profit Prospecting**” and “**High-Profit Selling: Win the Sale Without Compromising on Price.**” He is also co-founder of **OutBound**, the only sales conference focused 100% on outbound selling.
-  His book, *High-Profit Prospecting* was recently named to the list of “**Top 100 sales books of all time.**” Selling Power just named him one of the “**leading sales consultants for 2018**” and is named as one of the “**Global Top 30 Gurus in Sales.**”
-  Since 1998, Mark has conducted **thousands of training programs and keynotes on sales and leadership.**
-  He is best known for his ability to **motivate and move** an organization through his **high-energy presentations.**
-  He has received the **Certified Speaking Professional (CSP)** designation from the National Speakers Association, a designation given to a small percentage of professional speakers.
-  Mark spent more than **15 years** in the sales and marketing divisions of **three Fortune 200 companies.**
-  During his career, he led many projects, including the creation of a new **200-member salesforce.**
-  Whether you **follow his weekly blogs, pick up one of his books, or sign up for one of his coaching programs,** you will learn how to accelerate your sales motivation.
- 

Don't forget to check out more of Mark's Ebooks and Books:

- 10 Reasons Most Prospecting Plans Fail
- Hidden Dangers of Discounting Your Price
- 12.5 Critical Factors for Negotiating
- 14 Things Great SalesPeople Do
- 10 Secrets to a Successful Sales Meeting

