

PREPARE
YOUR
SELF
FOR
SALES
PROSPECTING

PROSPECTING CHECKLIST
5 STEPS FOR SUCCESS

5 steps for success



Prospecting

Checklist

1



WINNING MINDSET

- I believe that I can and will create my own new sales opportunities
- I will take the full responsibility for the health of my sales pipeline
- I will not see myself as a victim or blame others for lack of opportunities in my pipeline
- My main motivation to sell is to deliver maximum value and the best possible outcome for the prospect/client
- I want to prospect because I believe, deep down, that my product will provide measurable benefits and outcomes
- I don't see myself as an annoyance or unwanted interruption I am here to bring great value and help which they need

2



TIME MANAGEMENT

- I need to take back control of my calendar because time is my most precious asset and it's limited
- I will always prioritise proactive selling

5 steps for success

- I will block dedicated time blocks of my calendar exclusively for pursuing my strategic target prospects
- I am not a slave to my mailbox and I will limit the amount of time spent managing distracting emails
- I devote the first part of most days to create new opportunities to ensure a full, healthy, and balanced pipeline
- I will delegate low value / non sales generating activities
- I am a Sales Killer focused on developing new business rather than a territory manager that drags accounts quarter over quarter

3



TARGETING ACCOUNTS

- I have created a finite, detailed list of strategic target accounts.
- My target list is build based on both ideal profile prospects and growable existing accounts
- My target list is driving my calendar and these are the accounts that I devote the majority of time to create new opportunities

4

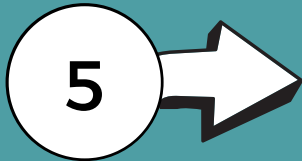


VALUE PROPOSITION

- I have a powerful, effective customer problem and customer solution focused sales story
- My message grabs prospects and positions my and my company as a value creator, advisor and problem solver consultant

5 steps for success

- I am confident to pursue even the most senior-level contacts at your target accounts
- I will be resilient and confident because I know what you say/write is compelling, relevant and intriguing



DEVOTE YOURSELF

- I am committed to become a world class prospecting machine
- I have all necessary prospecting tools including my phone/zoom, voicemail and email outlines and talking points
- I will always expect that:
 - Prospect will say NO and I will have a compelling answer that will overcome any objections;
 - No one will return my call or answer my text message;
 - I will be building relationship and rapport with the prospects that not yet have answered to your outreach attempts;
 - I will secure a proper discovery call after numerous attempts to cut the corners by the prospect;
 - No one will fill in my sales funnel for me!