

PROSPECTS - RECOMMENDATIONS [HIGH]

TO DO

Complete the rest of the bounce back pack

Review your prospect list (managers) and pick out those that you consider to be the strongest based upon business value (rather than warmth of contact). What has stopped them from giving you work so far?

Put together a sales plan for your prospect list. How are you going to get them out of the friend zone (if that is where they are) and bring them into the customer zone. What do you want to be famous with these prospects for? Make it happen. Up your business proposition and make sure they know what you do, how you do it and why it should be important for them to want to work with you

How many of your prospects have you virtually met since the beginning of lockdown. Book client meetings with those you feel are most likely to be hiring and you would want to work with. Put together an overview of what you do and it's value in a format you can screenshare it with them on a Zoom meeting

Watch **The Pillars** on Planning and Cardio