

PROSPECTS - RECOMMENDATIONS [MID]

TO DO

Complete the bounce back pack

Review your prospect list – how many qualified managers do you have on it, across how many companies

Prospect off the database as well as planning sales activity on it. Find the companies and managers who are not on your system, qualify them and track them

Define what a good prospect looks like and how they will behave with you

Create a sales plan each week to create holy time for selling. Time spent prospecting will build you a pipeline of future customers.

Write a sales diary. At the end of each week note how many prospects you've identified and what you've learnt about your future customers

Develop a conversion process – from prospect to customer. What would a manager need to see, hear and feel to describe you as a prospect supplier (rather than suspect)?

Watch **The Pillars** on Urgency, Planning and Cardio

Start the mission on **I need more jobs**