



# Services Sales Tool Kit

*Your Prospecting Plan for Success*



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# ***Your Prospecting Plan for Success***

Prospecting. Cold calling. Business Development. No matter what you call it, as an entrepreneur, small business owner or sales manager you're always looking for ways to encourage *yourself* or your sales team to step up the efforts in contacting potential clients, decision makers and grow the business. I always called it beating the pavement. Every time I landed a new sales gig, I had to create new business, existing clients or accounts were not gifted to me.

The mere mention of "cold calling" can cause anxiety to those new to selling, and even a seasoned salesperson can fight the urge to avoid it. There is a sales saying that's been around for years, "Anyone who says they love cold calling has never done it."

There are two reasons salespeople typically avoid prospecting: fear of rejection and/or lack of preparation. Remember when we studied the beliefs you have, and heard about salespeople? This is often rumbling in the back of your head before you contact someone. "What will they think of me?"

Think of prospecting is a sorting—filtering process to find *your* "qualified" prospects.



YOU are looking for those who are a match for, and will benefit from, the amazing value and services you have to offer. They have potential to be life-long clients. Then you can safely remove any beliefs about rejection.

When I was preparing this tool kit, I went to the basement and pulled out all of my sales training notes, (all the audio tapes mind you!) and was reminded of the amount of time I invested to become a well-respected sales person. One who understood how to gain the trust and respect of potential clients, and one whose clients followed me wherever I went because they *knew* I would take care of them.

This Tool kit was created to give you a deeper dive into a process you can use to create the success you dream of and desire.

## **YOU have NO limits**

## The problem with your *attitude...*



*is the lens you're looking through.*

**Adjust your *focus* for Success!**

## Preparing for Prospecting Success

You've identified your target client; you have clearly defined what you have to offer. Now it's time to find them and let them know you're here ready to serve and support them.

### STEP #1: Research

If you are approaching a business or business owner the first thing you'll want to do is research them. This is so much easier to do than it was back when I was part of a sales team. There are many tools available now that can be used to do your research.

Why do research? You want your prospect to know that their business is important enough to you that you took the time to learn more about them before reaching out.

**Example:** I often receive "cold" emails from people who want to service my payroll, or outsource my tech support, lately I've received several who want to meet with me who reference the previous name of my business that has been gone for four years! *None* of these people took 2 minutes to look at my LinkedIn profile or website as they would have quickly noticed I am an entrepreneur—not a company with employees. This is why you get ignored—do your homework. Invest time in them, before asking them to invest in you.

By taking time to research, you'll learn more about the company objectives and focus for the year and can ask more "informed" intelligent questions.

#### **For a business:**

Go to their website and read their latest press releases. Review their annual report, what are they planning to focus on in the coming year? What positive and negative things have impacted the company in the past year. Look for articles on the company. Then you can go to LinkedIn and search for the title of the person you're interested in contacting.

#### **For a small business owner:**

Go to their website to confirm their focus and potential to be your client. Then go to LinkedIn and review posts, articles, etc.

In both cases, see if you can get a warm introduction to them through someone you know. Again, a huge gift of LinkedIn that is available to you. My success always included finding someone who *knew* someone, who could make an introduction for me. I always attempted to warm up a cold lead of a company I wanted to have as a client.

### STEP #2: Create Your Top "10, 25, 50" Prospect List

Now that you've taken the time to research your prospects and have a good sense of who you want to serve and support. It's time to create your Top "XXX" List. How many? It depends on what you plan to offer and how feasible it is in your schedule to follow up with each prospect on a regular, consistent basis. If you have a list of 100 and have a full calendar of clients to support, you're not likely to have the time to manage 100 different prospects in a thoughtful, consistent and effective manner. (Even with an assistant, unless they have been in the game a long time and can handle it all for you.)

## Habits for Highly Successful Prospecting

Okay, prospects have been identified, list is ready (Top 25 Tab of HSS Sales Cookbook) and now it's time to prospect—and engage a new client! Use the list below to create a schedule and habits you'll follow for highly successful prospecting.

✓ **Set daily, weekly and monthly prospecting goals**—align these goals with your sales cookbook, and commit to MEET them no matter what!

✓ **Block time on your calendar for prospecting**—you want to prospect consistently on a regular schedule (daily is great) to fuel your pipeline.

Goal: is to avoid frenzied prospecting activity as a result of nothing queued up in your pipeline.

✓ **Eat the Big Frog First**—do your prospecting early, this practice will alleviate the “I don't feel like it,” mood that often hits later in the day if you wait.

✓ **Set goals for your prospecting session**—*focused* time (1 hour, 15 calls, 5 personal follow ups. Could be a video message, sending a hand written card, or an article you know they would be interested in—based on your previous conversation). Stick with it until you've met your goal.

✓ **Use reverse psychology...on yourself**—set your goal to get 15 NO's, then you can easily reach them without the: “Aw shucks they said no,” factor.

✓ **Update Your Sales Success Tracker EVERY Session**—makes notes as applicable by prospect and set your next contact date (2-4 weeks), then be sure to sort your list by “Follow Up Date.”

✓ **Review your results daily**—know where you are, make observations about what worked well and didn't, what you want to shift, what you need to prepare.

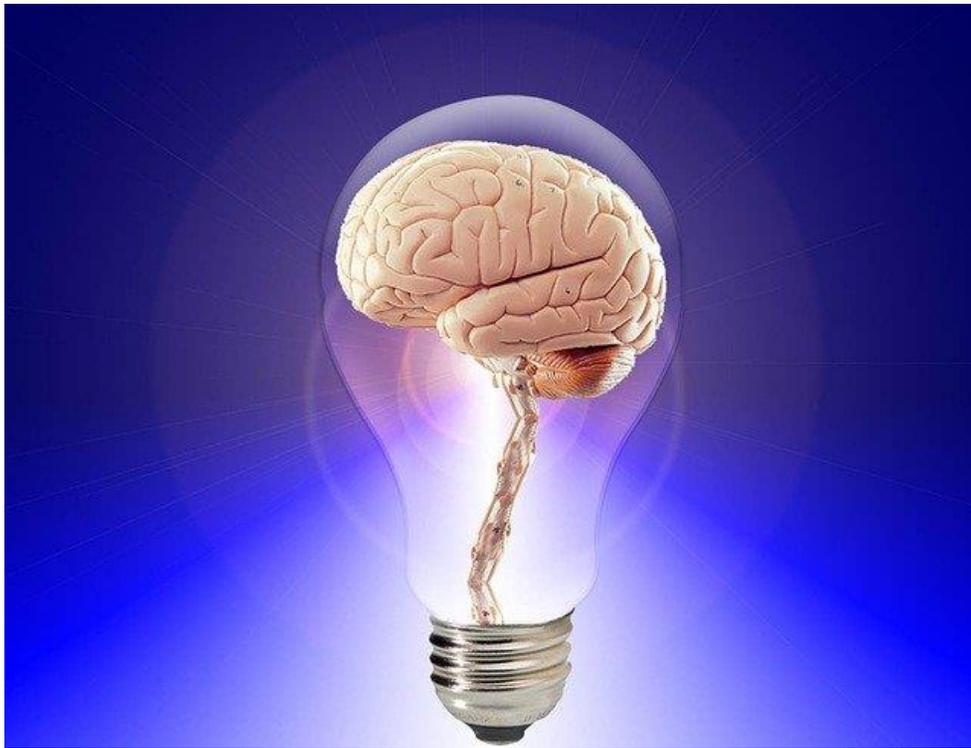
Also note how the time of day you are blocking is working for you. If you're calling nationally when is the best time to contact people on East Coast, West Coast, etc.

>>**BONUS Tip:** I've always found Friday afternoons to be a great time to “catch people” in the office when they aren't in meetings.

✓ **Improve Focus and Productivity with Category Blocking**—set aside separate days for coaching, delivering classes, going to networking events and creativity that are separate from prospecting. Shifting “hats” too many times during the day will tank your energy. Limit to 2-3 types of activities (sales, creativity, teaching) in a day at most.

***“Without the right mindset your path is filled with painful detours,  
dilemmas and delays in reaching your ultimate goal.”***

*—Lori Hanson*



## Preparing Your Mindset for Service Prospecting

Create a “Pre-prospecting Routine” that you use each time. This will tell your brain, it’s time for prospecting. If you brush your teeth and wash your face every night before bed, your brain knows the routine...

### Sample Pre-prospecting Routine:

1 – Close your eyes and take 5-10 slow, deep breaths in and out to remove the distractions. Or do 5-10 “Ohms” letting the ohms vibrate in your mouth and belly.

**This will help to ground you before you start.**

2 – Put on your Attraction Hat (visualize the activity and see the flow)

3 – Review your BIG Goals, why are you doing this? Who does in benefit beside you?

4 – Repeat your goal affirmations

5 – Do a 2 or 3-minute visualization of your goal

6 – Now, see, feel and hear your clients sharing their gratitude for how you’ve helped them. Hear they telling others about the impact you’ve had on their life, and welcome their referrals into your programs

7 – **MAKE IT REAL**

8 – Shake up your energy with your favorite song that will raise your vibration

9 – Smile while you dial

10 – Keep your head up as you leave a message so your voice is upbeat and easy to understand. Do not look down at your desk as your speaking...this tanks your energy

11 – Be ALL IN

## MAKE THE COMMITMENT.

### *Believe in Yourself*



**You Have NO Limits**



