

# Seven Secrets to Prospecting Like a Pro without Pulling Your Hair Out!

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There's a reason that the highest paid people in every profession are sales people. The reason is simple—nothing happens until somebody sells something! We all know this, and we all know that the best sales people are the ones who spend the most time talking to Qualified Prospects.

So, how do you “up” your income or increase your time talking to Prospects who are willing and able to buy what you're selling? How do you spend **more** time talking to Prospects who are both interested and able to purchase? Here are a few tips from the front lines:

- 1. Start with a GREAT list.** The better your list, the more likely you are to be talking to the right Prospect. Highly specialized lists are available from any list broker. You can also use a marketing funnel like direct response mailers, or a website designed to capture contact information. Starting with a good list is the best way to increase your selling power and your income.
  - 2. Dis-qualify Prospects quickly.** Getting a Prospect on the phone is hard enough. Once you do get them on the phone, you should have a short list of questions that you ask which can help the Prospect (and YOU) determine if there is a real interest and ability to purchase. If not, politely move on. You aren't making money selling to someone who can't or won't buy. Remember the 4 W's: Some **Will**, Some **Won't**, So **What**, Someone's **Waiting**.
  - 3. Super-Qualify Prospects.** Once they've passed your qualification process, you want to be sure you understand precisely what it is about your product or service that can help your prospect. The sale can only be made after they have all the Information, Under-
- standing, Needs Clarification, Advice, and Assistance to rationally justify the emotional decision to purchase. This is your responsibility, so be sure you are prepared because it may be difficult to get the prospect on the phone again.
- 4. Present a Clear Call to Action.** Once the sale is made, even if you're 'selling' a free appointment with an outside rep, you must be able to walk the Prospect through the buying transaction. Fumbling around will immediately damage a prospect's trust and may cost you the sale. Being very clear also has the benefit of leading your subconscious mind toward the natural outcome you desire for your Prospect. Not knowing the outcome makes it more difficult to get there.
  - 5. Rehearse.** The best scripts are the ones you've internalized to the point of fluency. Great actors NEVER sound scripted. In fact, great Broadway actors literally rehearse before EVERY performance. You should also. Find a team member to roll-play with you before you start calling. Write down objections that fluster you on the phone, talk them over with your team or manager, and rehearse a better response so next time you will be prepared.
  - 6. Keep Score.** Eventually, you'll start to see a ratio between dial-ups, connects, qualifications, sales. Here's a trick that can help you get through the grueling times: Track your *NO's*, not your *YES's*. Once you know it takes 10 *NO's* to hear a *YES*, you must not stop after the first call of the hour just because you lucked out and got a *YES*.
  - 7. Visualization.** “Secret” Law of Attraction stuff aside; there is a part of the mind called the RAS (Reticular Activation System). It brings whatever you focus on into more awareness. For instance, if you just bought a new car,

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you will start to notice that there are tons of cars like yours on the road. There always were, but you notice it more because you've activated your RAS to notice them. The same is true with Phone Success. If you visualize yourself getting that connect, getting that sale, then you will start to see more and more results. Or as they say, "Nothing succeeds like success!"

You are in the enviable position of controlling your income based on your performance. Sure, it's hard work, like anything, but if you truly enjoy what you're doing, keep a smile on your face, and follow these 7 steps, you will start to see dramatic improvements in your performance, and your income.

The best way to apply these 7 steps is to tackle one each week. By internalizing each one individually, over time, you will become absolutely bionic.

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