

**MODULE 10**

VIDEO 1– PROSPECTING

WORKSHEET

Summary:

So how do you find your prospects? Do you really just wait for them to stumble across your website?

I think it’s safe to say that we all know that can’t be a reliable way to maintain and grow a business, right?!

What other options do we have?

The answer: Tons – but we need to put our BDM hats on!

This will require a bit of effort, especially because we’re not going into actual paid advertising for now, but today we’re going to talk about the basic structure of sales.

You need to know who will be most likely to buy your product or service.

Sound familiar? You’re, we’ve been through this! 😊

You need to know your target market/ideal client.

Places where you might find these include:

1. **Google**

Especially if you deal B2B, a simple Google search of, for example, “interior designer Sydney” will yield several results for you, instantaneously. You might not know who you need to talk to in this business, but knowing which business you’re after in the first place is a great start.

1. **Yellow pages**

I do still like the yellow pages! Again, especially if you’re dealing business to business, this is a really great way to find your target market.

1. **LinkedIn**

You already know the benefits of using LinkedIn, both for business to business and also for business to consumer. It’s just a matter of staying intentional with this lead generation practice on a daily basis and ensuring you follow up with the leads that come through.

1. **Facebook Groups**

Facebook groups are great for both B2B and B2C businesses… There are so many different groups out there these days, you just need to look for them, based on the type of person you’re looking for. I wouldn’t suggest approaching people directly, but do comment on their posts if you have something valuable to say, and contribute to the group by posting valuable content as well as the occasional sales post – especially if it’s for your lead magnet!

Once you know where you can find your prospects, you might want to start noting them down in your forecast spreadsheet or CRM system (see last week). Maintaining a good overview on these is really important, and I just find that having them all in the one spot in front of me, really helps.

Next, figure out how you’re going to make contact.

Are you going to cold call or perhaps cold email (for B2B) or get leads by replying to “looking for recommendations” posts in Facebook Groups?

Whichever avenue you choose, you need to figure out what you’re going to say, first. You can use the LinkedIn Intro Message as a base, if you like, and make adjustments as appropriate to your communications channel.

You need to keep your next step in mind though. The best outcome for you would be a face to face meeting, of course, because that actually requires your prospect to commit time to see you (which is very precious to most people!), so that should be super valuable to you!

Once you’ve initiated the conversation and they’ve shown interest, make sure you give them the opportunity to actually engage you.

I can’t stress this enough!

If they want to work with you – please let them!

And find a way in which you make it really, really easy for them to do business with you.

Finally, please make sure you follow up regularly. Not in a spammy kind of way, but if they’ve expressed interest in working with you, do stay in touch to make sure you stay top of mind with them.

Action Items:

1. Identify 3 channels where you will be likely to find relevant prospects.

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1. How will you go about initiating contact with them?

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