



## *Lifeblood of Professional Sales*



A Constant and Never-ending Treasure Hunt.

### **"PROSPECTING"**

- **Bee to Pollen**
- **Duck to Water**
- **Bear to Honey**
- **Milk to the Baby**
- **Air to Breath**
- **Food for Life**

These are all **absolutely critical, not negotiable** conditions required for success to take place. For professional sales people it should read "**Prospects for Sales**". In fact it could realistically be argued that prospecting represents the **largest percentage of activity for any professional sales person**, regardless of their range of products and/or services. **Without a constant generation of quality prospects you have little chance of succeeding** in market conditions that are **constantly, and ever increasingly, fiercely competitive**.

Prospecting does not mean just finding names of people. This we can all do by opening up the telephone book. **Professional prospecting requires a process designed at gaining the most suitable prospect in the right market conditions who has a need for your product and the capability to pay for it.** Prospecting is not just making a call on a stranger. This is a shotgun approach that is too costly in an era where the average cost of a sales call is somewhere around \$400 to \$500, win – loose – or draw. **So we are now in the era where professionally designed prospecting machines determine the success of the selling function.**

There are many methods of prospecting including the simplest of all – cold calling. Cold calling however, is extremely expensive and quite inefficient. More **professional methods** are, **developing centres of influence**, including **referred leads etc.** You can **re-ignite your passion for prospecting.** Read [this article](#) from our Library.

Without a **constant stream of raw material**, any manufacturing process would come to a grinding halt. The selling function, without a **constant stream of new information and new prospects** will inevitably screech to a halt. So from today, remember that your future can be assured by **constantly developing a passion for prospecting in everything you do.** Prospecting is not something you do some of the time. **It is the reason we exist.**

So, get out there into life and "go after 'em". They're out there just waiting to be found. It's a **treasure hunt and it usually relates to "first in - best dressed"**.

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