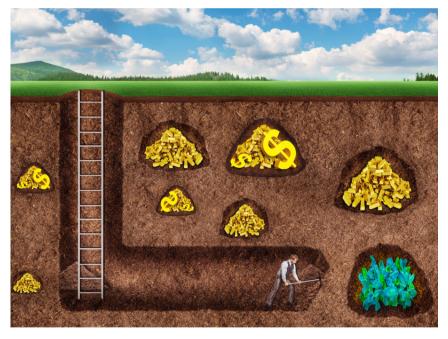


Lifeblood of Professional Sales



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 <u>this article</u> 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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