

# Prospecting Methods



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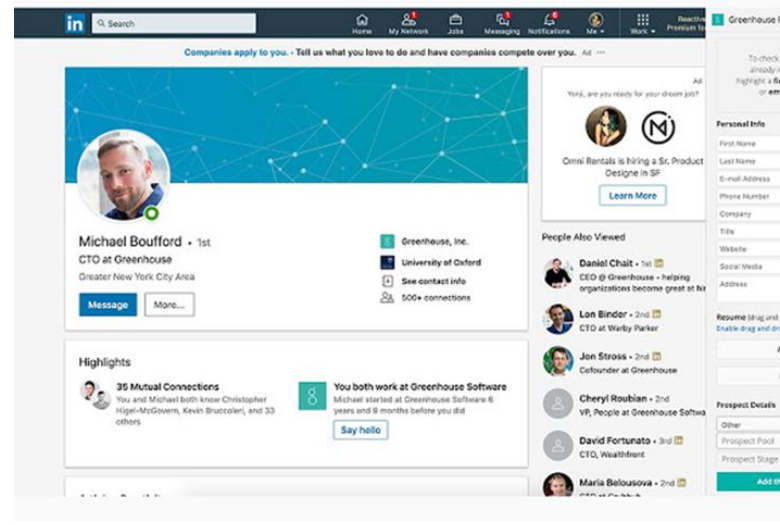
Prospecting is the lifeblood of selling





**E-PROSPECTING ON THE WEB**

# PEOPLE SEARCH



PeopleFinder.co

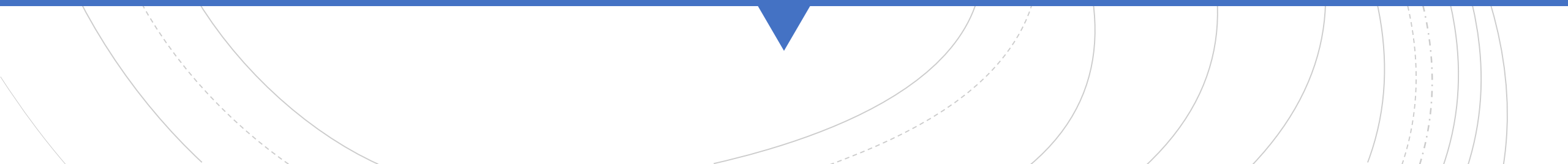


# INDIVIDUALS

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# ORGANISATIONS





- It may be important for a salesperson to find information on a company.
- Most businesses have their own websites.
- Useful information that can help them decide if the company is a potential buyer.



# COLD CANVASSING

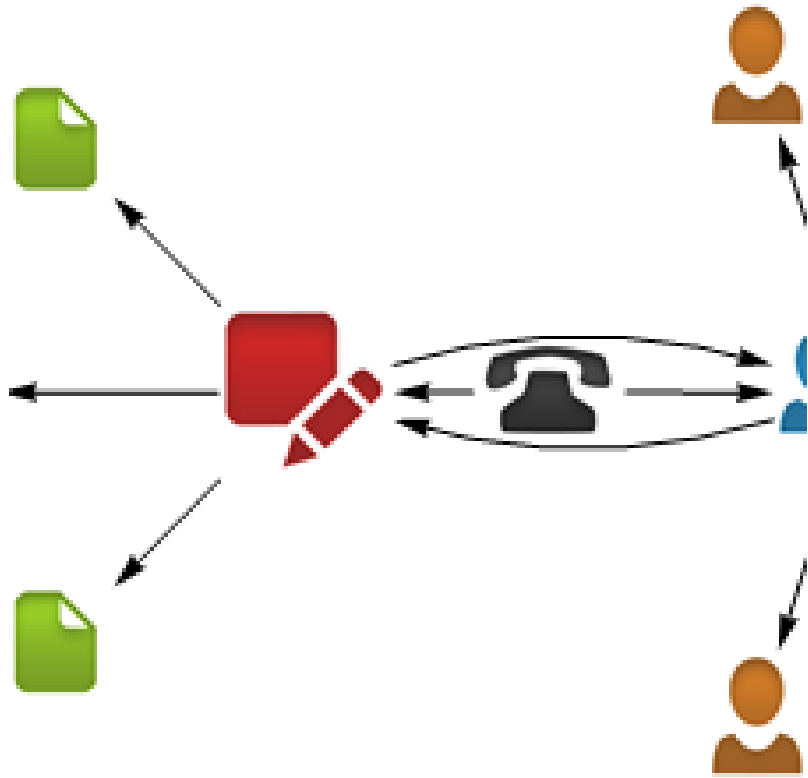
- Based on the law of averages.
- E.g. 1 person out of 10 will buy a product, then 50 sales calls could result in 5 sales.
- Salesperson contacts in person, by phone and/or by mail as many leads as possible, recognising that a certain percentage of people approached will buy.
- No knowledge about the individual or business called on.
- Relies solely on the volume of cold calls made.



**Cold Calling**

**Cold Canvassing**





Way

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budget  
insurance company

dialdire  
SECTION 4

Insurance and cell phone companies by means of telemarketing or door-to-door sales.

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# CUSTOMER REFERRAL

- Contacting stranger's day after day is challenging even for the most motivated of individuals
- Once someone is sold, the salesperson has two possibilities for future sales.
- Satisfied customers are likely to buy again from the salesperson.
- This stresses the importance of building a relationship with the customer.





# ORPHANED CUSTOMERS

- Salespeople often leave their employers to take other jobs; when they do, their customers are orphaned.
- A salesperson should quickly contact such customers to begin developing relationships.
- Inactive accounts.
- Determine why the customer stopped buying from you.
- Re-establish contact and turning that prospect into a customer





# SALES LEAD CLUBS



Organise a group of salespeople in related but non-competitive fields to meet twice a month to share leads and prospecting tips.

- Write a formal mission statement.
- Charge dues to ensure commitment.
- Grant membership to only one salesperson from each specific field.
- Set up administrative procedures and duties to
- Keep the club on track and committed to its stated mission.
- Establish guidelines.





# Ask yourself the following questions:

- Who are my ideal prospects?
- Which economic bracket do they usually fall into?
- What kinds of organisations do they belong to?
- What characteristics do most of my existing customers share?
- Are they married, single, widowed or divorced?
- Do they have children?
- Do they have particular political leanings?
- Similar occupations, educations, hobbies, illnesses, transportation needs or concerns?



# Article Submissions



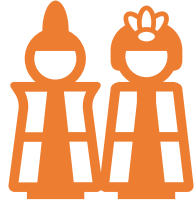
**BECOME AN EXPERT – GET PUBLISHED**

- Submit articles.
- Information that people can genuinely use
- No spelling or grammatical mistakes.
- Ask the publication to include your address and telephone number at the end of the article and to write a little blurb about your expertise.
- Prospects who call you for advice can come to depend on you and your product.
- Attract prospects without having to go out prospecting.





# PUBLIC EXHIBITIONS AND DEMONSTRATIONS



Exhibitions and demonstrations at trade shows and other types of special interest gatherings.



A salesperson has only a few minutes to qualify leads and get names and addresses in order to contact them later at their homes or offices for demonstrations.



Salesperson-buyer contact is usually brief.



Extensive contact with a large number of potential buyers over a brief time.

# Here are several things to do:



Set up an interesting display to get people's attention. A popcorn machine, juggler or expensive giveaways are good ideas.



Write down your message so that it fits on the back of a business card.



Practice communicating two or three key points that get your message across succinctly.



Make a list of the major buyers at the show you want to pursue for contacts.



Set up to maximise your display's visibility based on the flow of traffic.



Be assertive in approaching passers-by.



Use lead cards to write down prospect information for efficient and effective post show follow-up.



Be prepared for rejection. Some buyers will ignore you.



**CENTRE OF INFLUENCE**

## Prospecting via the centre of influence method involves:

**Finding** and **cultivating** people in a community or territory who are willing to communication-operate in helping to find prospects.

They typically have a particular position that includes some form of influence over other people, as well as information that allows the salesperson to identify good prospects.





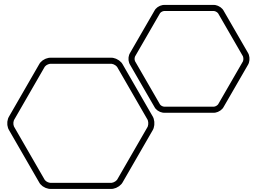
**OBSERVATION**



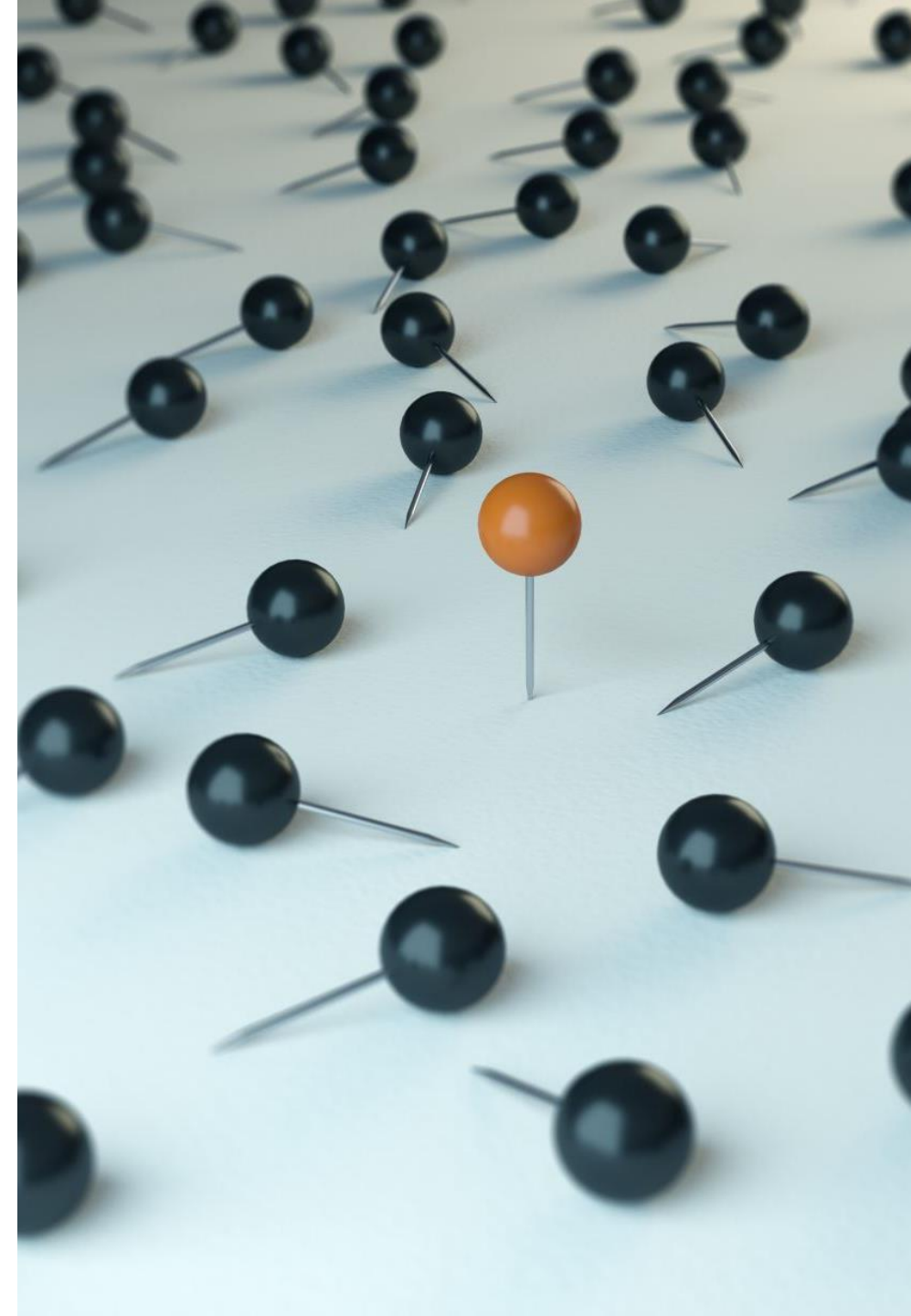
- Constantly watch what is happening in the sales area – the observation method.
- Office furniture, computer and copier salespeople look for new business construction in their territories.
- New families moving into town are excellent leads for real estate and insurance salespeople.
- Keep your eyes and ears open for information on who needs your product.



**NETWORKING**

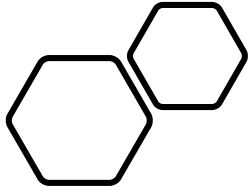


Prospecting never ends.  
Always on the lookout for customers.  
Everyone they meet may be a  
prospect or that person may provide  
a name that could lead to a sale.  
The term given to making and using  
contacts is **NETWORKING**.



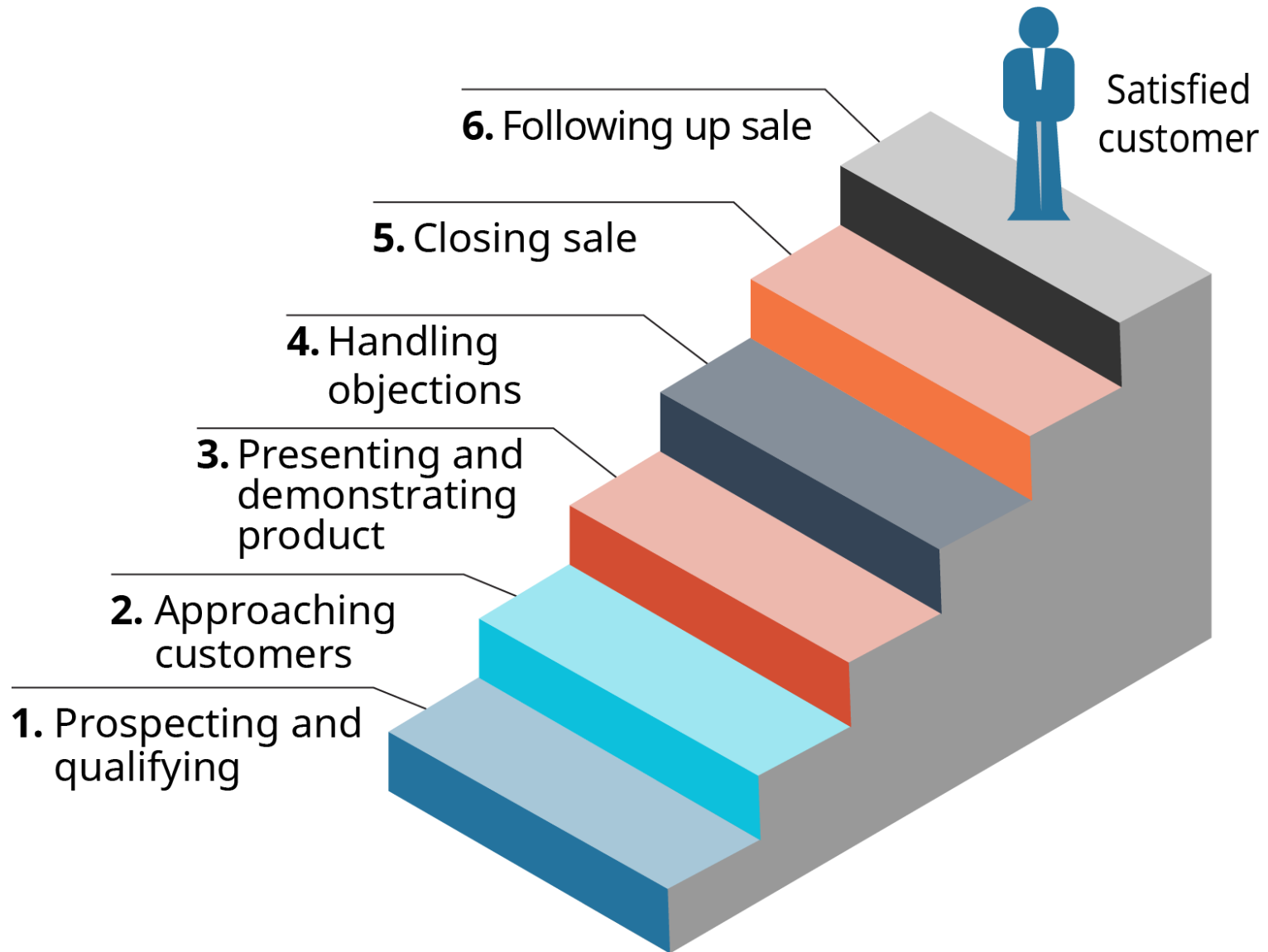


Networking can be the most reliable and effective. People want to do business with and refer business to people they know, like and trust. The days of one-shot salesperson are over; the name of the game today is relationship building.



- Cultivating that network brings sales.
- Positioning, not exposure.
- Goal of cultivating your network is to carve a solid niche in the mind of each of your contacts.
- Possible resource that would come to mind.
- When meeting someone:
- Tell them what you sell.
  - ✓ Ask what they do.
  - ✓ Exchange business cards.
  - ✓ Periodically contact the person.
  - ✓ Use several of the previously discussed methods of prospecting to build your network such as the endless chain or centre of influence methods.







the end



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