



B R A G B I R D

BragBird Workbook

MODULE #5

“Why Prospecting Is Harder Today”

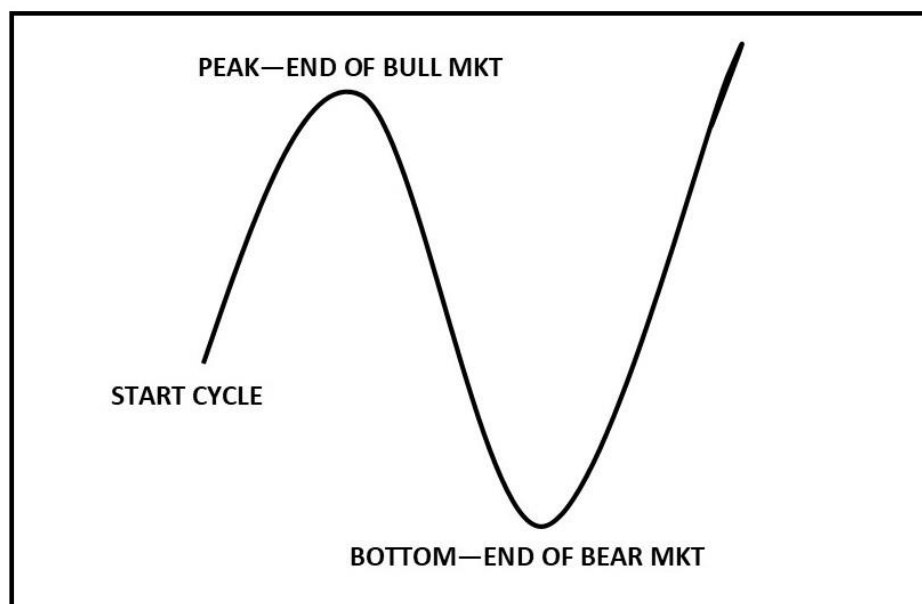
Note: We recommend you print this workbook and refer to it while watching the video.

Key Takeaways

1. You will understand how to beat the rollercoaster ride that characterizes most sales pros' personal business cycles.
2. You will understand why prospecting is harder now than it was in the past and how to respond to these challenges.
3. You will get new ideas for succeeding in a difficult prospecting environment.

Key Concepts

The ups and downs of the typical stock market cycle are surprisingly analogous to the roller coaster ride too many sales pros experience during their careers. The diagram below depicts a stock market cycle:



Workbook & Exercises for BragBird Module #5

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Fill in the Blank: Prospecting is reason _____ percent of sales pros do _____ percent of the business.

The key to prospecting – and ultimately sales – success is having a successful process and a lot of business acumen.

Reasons Why Prospecting Is Harder Than It Used to Be:

1. Prospects are busier than ever
2. Commoditization = selling on price
3. Prospecting language lacks client-centric value
4. Prospects have unprecedented access to information

You can't deposit social media clicks, likes, thumbs-ups and smiley faces as real money in your bank account.

Answer the following questions pertaining to the increasing difficulty of prospecting in today's business environment:

1. What does it mean to “prospect like your hair on fire?”
2. What does it mean when we say that “prospecting is not about you?”
3. What does it mean when we say, “apply discipline to your prospecting?”
4. What does it mean when we say to use “value-based language” while prospecting?
5. What does it mean to “make a plan” for prospecting?

Definition of Prospecting:

"The art of interrupting someone's day when they don't expect to hear from you in order to provide them with something they need that they might not yet know."

While most people hate to interrupt someone, keep in mind you are ultimately doing people a favor by exposing them to the wonderful value your offering provides.

Discussion Questions

- ✓ Some people, particularly those sales pros who don't enjoy telephone prospecting, like to say, "Cold calling is dead." Is it? Why or why not?
- ✓ While social media are important, why are they generally considered a secondary or minor way to prospect?

Exercises

Important Note: You can write your answers to the exercises in the space below or use the Exercise Worksheets on the pages that follow.

1. Write down any mental barriers you have toward prospecting. Why do you have these barriers and how can you address them?
2. Because prospects are less trustful of sales pros and less inclined to engage with you, what are some compelling, interesting things you can say as soon as you start a conversation to get the prospect to actually listen and agree to a meeting?

EXERCISE WORKSHEET #1: Your Prospecting Barriers

<p>What are your personal reasons for not prospecting or not prospecting as much as you should?</p>	<p>What do you need to do in order to overcome these barriers?</p>	<p>Where can you get help to overcome these barriers?</p>
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EXERCISE WORKSHEET #2: Prospecting Language Development

Because prospects are less trustful of sales pros and less inclined to engage with you, what are some compelling, interesting things you can say as soon as you start a conversation to get the prospect to actually listen and agree to a meeting?

1.

2.

3.

4.

5.