



B R A G B I R D

# BragBird Workbook

## MODULE #8

### “Prospecting Organization & Execution”

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

#### **Key Takeaways**

1. You will organize and prioritize your prospecting efforts through time blocking and better prospecting discipline.
2. You will take what feels like a risk and contact prospects at a different time or a different way than what feels comfortable to you.
3. You will start researching every prospect before you call him or her.

#### **Key Concepts**

Prospecting is the number-one reason why the top 20 percent of sales pros in most industries do about 80 percent of the business.

Prospecting is not something you do when you don't have anything else to do. It's not something you do when you suddenly find yourself without enough clients. Prospecting is perpetual.

Prospecting is hard work. It can make you feel uncomfortable, but it must be done. If prospecting was easy, sales pros wouldn't be so well compensated.

**Definition:** “Prospecting is 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.”

**Question:** On average, how many attempts is it taking to reach a decision maker at a company?

**Question:** How many attempts does the average sales pro make before giving up?

**Question:** What is “urgent patience?”

**Question:** What does “time blocking” mean to you?

**Question:** When are the best times of day for time blocking?

The key to time blocking is to never cheat!

**Question:** What is a “cadence” in terms of prospecting?

To make your time blocking most effective, do your pre-call research well in advance. Some sales pros do pre-call research on Sunday nights or early Monday morning. That's when you form your target list for the week and look up information on each prospect. You can look at their company website, check out their LinkedIn profiles and see if a Google search turns up any mentions of them in the media.

### ***Discussion Questions***

- ✓ In this BragBird module, we talked about time blocking, in which you literally block out chunks of time on your calendar before the work begins that will be reserved for prospecting efforts. Because many sales pros, don't enjoy prospecting, they are often tempted to cancel or shorten their prospecting blocks. How can sales pros find the discipline to stick with their time blocks and not cheat?
- ✓ A big part of prospecting comes down to your mindset. How confident and optimistic are you? Do you believe that your prospecting efforts will eventually bear fruit even if you don't see an immediate result? How energetic are you as a prospector?

## 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. Make a commitment to yourself and write down the times each week that you'll reserve for prospecting activity.
2. List the names of five people you have wanted to talk to but have not been able to reach. Make a commitment to call these people before 8 a.m., after 5 p.m., or on a Saturday.

## EXERCISE WORKSHEET #1: Making a Commitment to Yourself

Determine your best days of the week and times of day you will block-out your calendar for prospecting.

What obstacles or excuses might cause you to skip your reserved prospecting time?

What is your plan for managing these excuses and/or obstacles and not allow them to derail you?

## EXERCISE WORKSHEET #2: Five People You Will Call Now

Your 5 Targets to Call	Day You Will Call Them	Time You Will Call Them
1		
2		
3		
4		
5		

## EXERCISE WORKSHEET #3: Your Activity Requirements

Sales pros should determine what activity level is required to meet their goals. For some sales pros, this may be an educated guess at first, but as you move forward, you can track your actual activity versus your results and make the appropriate adjustments. To succeed as a prospector, first determine how many calls you need to make. That leads to the number of appointments you need to set. Of course, some of those appointments will turn into closed deals!

<b>My quota or monthly revenue target</b>
<b>Average sales size</b>
<b>Number of sales per month needed to hit your quota</b>
<b>Number of calls you need to make per month</b>
<b>Number of appointments you need to set per month</b>
<b>Number of meetings that turn into opportunities per month</b>
<b>Number of closed deals each month</b>

## EXERCISE WORKSHEET #4: Tracking Your Activity

The table below will help you to determine exactly how many activities you need to do in order to close a sale. Knowing your numbers is paramount in being able to hit your income target. Simply track each call, meeting, opportunity moved forward (meetings that lead to opportunities) and closed sales each week using tally marks. In a few months, you'll have a good understanding as to what you must do in order to make the revenue you desire.

	Number Of:			
	Outbound Calls	Meetings Set	Meetings That Lead to Opportunities	Deals Closed
<b>Monday</b>				
<b>Tuesday</b>				
<b>Wednesday</b>				
<b>Thursday</b>				
<b>Friday</b>				
	Outbound Calls	Meetings Set	Meetings That Lead to Opportunities	Deals Closed
<b>Total for the Week</b>				