

TOP 10 REASONS MOST PROSPECTING PLANS FAIL

1 2 3
Using the same prospecting process for all your prospects.

#1 Quality
Having too many prospects in your pipeline.
QUALITY BEATS QUANTITY!

NOT FOLLOWING UP.

Failing to realize the telephone is still a great prospecting tool.



NOT SEGMENTING prospects based on who they are and their needs.

Not making your messages about the prospect's needs.

Relying on email **AS YOUR PRIMARY** prospecting tool.

NOT Interesting!
Failing to realize your prospects don't care about you and your company.

NOT allocating the proper commitment of your time.
Prospecting happens when you engage!

Thinking social media is your answer.

AND THE BIGGEST ONE OF ALL?
Thinking that prospecting is a waste of time.