

# 50 PROSPECTING TRUTHS





1

**Accept reality: It's your responsibility** to prospect, don't rely on others for your leads.



2

**Networking is not prospecting.**



3

**Prospecting is a muscle** and just like any other muscles it must be regularly worked if it is to remain healthy.



4

**Thinking about prospecting is not prospecting.** You might be thinking of your prospects but they are not thinking of you.



5

**Be thankful sales is not easy;** it's why there is so much money to be made in sales. If sales was easy, it wouldn't pay well.



6

**The perception of bad leads is just that a perception.**

Bad leads are a result of a bad process or mindset.



7

**Always know it will take you twice as many attempts** as you think it will take to engage a prospect.



8

Don't start what you can't finish. **Follow-up is the norm, not the exception.**



9

**Prospecting is not about you, it's about the prospect.**



10

Prospecting is not something you do when you have time or don't have enough business. **Prospecting is a daily activity, just like showering.**



11

Divide your prospecting into three parts: **TOP-MIDDLE-BOTTOM** of the pipeline. Place more value on the bottom than what put you in at the top.



12

Establish an accountability process: **CRM-PEERS-TEAM-LEADER.**



13

**“Tomorrow begins today.”** Never end the day without knowing exactly who you prospect tomorrow and what your objectives are for the call.



14

**Break your day into five, 90-minute segments.** Dedicate at least one segment to prospecting. (New salespeople will need to dedicate up to three per day.)



15

At the start of each prospecting segment, **know what your overall goal is and how you will measure it.**



16

Spend 5 minutes after each prospecting segment **to congratulate yourself and evaluate your performance.**



17

**When prospecting, know what your cadence** is for follow-up messages, process, etc.



18

**Leverage your systems** including the basics when it comes to keeping scripts, questions, etc. you can use daily.



19

**Prospect by industry or segment type** to allow for more effective use of your time and to build confidence.



20

**Focus and discipline in executing** your prospecting plan is the key to success in prospecting.



23  
**Know what your goal** is before making any contact.



22  
**The telephone (still) works as a prospecting tool.**



23  
**A prospecting call isn't an interruption to someone's day** when you have something to offer. An interruption becomes an intervention when you can offer help.



24  
**When kept short and tight, voicemails** can be an effective prospecting tool.



25  
**Allow your personality to come through on every phone call and every voicemail.**



26  
**Those who believe "cold calling" is dead** are the same people who don't like talking on the telephone and want to hide behind social media to sell.



27  
**Maintain both prospect specific notes and industry/segment notes** to help you long-term.



28  
**Never forget your objective** with each prospecting call: to move the process forward. Always end by securing a firm next step to talk again.



29  
 Don't fall for the myth: **calling doesn't work, send more emails.** Those who believe this are the ones who are afraid of the phone and should not be in sales.



30  
**Never falter from the absolute belief** in how you can help others.



31

### Bring new value with each message

whether it be on the phone, voicemail, text or email.



32

Your goal with an online connection is **to create an offline conversation.**



33

**There's always time to make one more call.**



34

**Don't hide:** Email is not your primary or only prospecting tool.



35

**If in doubt, pick up the phone and make the call.**



36

**You will learn far more in one short phone call** with a prospect than you will learn exchanging 5 emails with them over a two-week period.



37

**Never allow the need for research to get in the way of making the call.**



38

**Each minute spent on social media must earn its way.**



39

**You can't take, 'clicks,' 'likes,' and 'shares' to the bank.**



40

**Your goal with email is to provide not quite enough information.** Create a need for the prospect to call you before making a decision.



41

### Prospecting is an omnichannel activity;

not just email, the telephone, or social media. It is using everything in a deliberate manner.



42

### Be ruthless in your follow through:

Your objective is to work with customers not spend time with suspects.



43

### The only thing holding you back from success in sales - YOU.



44

### Know the difference between prospects and suspects who do nothing but take up your time.

and suspects who do nothing but take up your time.



45

### The most valuable asset you have is your time:

use it wisely, it's not about being busy, it's about being productive.



43

### Who you spend prospecting this month or this quarter

is who you will close next month and next quarter.



47

### Prospecting is not an activity, prospecting is a lifestyle.



48

Prospecting fuels sales. **Sales fuels business.** Business drives the economy.



49

**Prospecting is freedom;** when you prospect you control your destiny and you determine your level of success.



50

**Never use the excuse of not having a tool as the reason you** are not good at prospecting. The best tool you have is your mind and your attitude.



# Mark Hunter, CSP “The Sales Hunter”

One of the top 50 most influential sales and marketing leaders in the world.

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## PROFESSIONAL EXPERIENCE

-  He is author of “**High-Profit Prospecting**” and “**High-Profit Selling: Win the Sale Without Compromising on Price.**” He is also co-founder of **OutBound**, the only sales conference focused 100% on outbound selling.
-  His book, *High-Profit Prospecting* was recently named to the list of “**Top 100 sales books of all time.**” Selling Power just named him one of the “**leading sales consultants for 2018**” and is named as one of the “**Global Top 30 Gurus in Sales.**”
-  Since 1998, Mark has conducted **thousands of training programs and keynotes on sales and leadership.**
-  He is best known for his ability to **motivate and move** an organization through his **high-energy presentations.**
-  He has received the **Certified Speaking Professional (CSP)** designation from the National Speakers Association, a designation given to a small percentage of professional speakers.
-  Mark spent more than **15 years** in the sales and marketing divisions of **three Fortune 200 companies.**
-  During his career, he led many projects, including the creation of a new **200-member salesforce.**
-  Whether you **follow his weekly blogs, pick up one of his books, or sign up for one of his coaching programs,** you will learn how to accelerate your sales motivation.
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### Don't forget to check out more of Mark's Ebooks and Books:

- 10 Reasons Most Prospecting Plans Fail
- Hidden Dangers of Discounting Your Price
- 12.5 Critical Factors for Negotiating
- 14 Things Great SalesPeople Do
- 10 Secrets to a Successful Sales Meeting

