

TOP 10 **PowerProspecting** TIPS



1. Set Your Own Goals!

Use your desired income as your real quota, rather than the quota assigned by your manager. Then use that quota number and your average sale to determine the number of leads you need to generate to meet your goal.

2. Pursue “Best Odds” Target Markets

As a sales rep, you can't afford to waste time pursuing companies that won't provide you with the best odds for closing a sale. To understand where the “best odds” opportunities exist, define the characteristics of your “best odds” targets such as the company size, location, number of employees, revenue growth, industry and solution alignment. By identifying similar characteristics of your “best odds” target markets, you'll improve the quality of your leads and increase the probability of finding a good match to your solution.

3. Keep Your Focus

To be successful at prospecting, it's better to work on getting continual exposure with a smaller target group than it is to try to focus on many target groups with only a few exposures. Focus on no more than 2 target markets at a time to avoid becoming distracted.

4. Include a Call to Action

Every prospecting activity should include a call to action. The call to action is the request you make of the prospect to do something to respond. Ask, ask, ask, ask, ask.

5. Use Technology to Establish a Relationship

Technology can help you get connected to executives you're trying to reach faster than cold calling in today's meeting-packed business days. The trick is to know how to use technology to peak their interest in your message and begin establishing a relationship before you have even spoken. This can be done via email, Microsoft Outlook, website information, and more.

6. Multiply Your Touch

When writing lead generating emails and direct mailings, suggest recipients share them with other people in their organization who might benefit from the message. Include the suggestion as part of your closing. You'll gain exposure with contacts who might never have met you otherwise and new opportunities may result!

7. Consider the Competition's Strength and Weaknesses

To gain a competitive edge, consider the strengths and weaknesses of your company and your key competitors in your territory and account set. You will better understand your competitive position, and what you should highlight versus downplay, in your sales and opportunity generation activities.

8. Leverage Others

You don't want to do everything yourself. Recruit assistance in the form of others who have similar objectives with the same people you are targeting. Don't overlook associates within your own company as potential lead sources. Leverage resources available to you and let other people sell within your territory for you or, at the very least, help you to sell more effectively.

9. Group Your Activities

To fully leverage your lead generation activities, group them together in a program. When activities are grouped together you are able to reach your target market consistently over a period of time. Grouping activities is an excellent way to penetrate your target market with minimal time investment.

10. Create a Territory Plan

A territory plan will provide you with a business plan that guides your prospecting actions, including the resources you can engage, and the investments you will make to achieve your revenue objective and goals.

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