

# Prospecting Strategy

Presented by J.W. Owens



**A Perspective 101 Series**



# Prospecting Strategy

Day Two

- We Buy from People we **Like & Trust**
- **Frequency** of contact builds Name Recognition and Trust
- I buy from you because “**I know you, like you and trust you**”.
- Prospecting is **making a connection** and Building a Relationship.

# Prospecting Strategy

Day Two

## Who are the Best Prospects to Call On ?

- Commodity Products & Services with **high “Human Need”** factor
- High propensity to **buy** print advertising & do well as a result.
- High probability of **securing appointment**
- Short** sales cycle, **quick** buying decisions, 1-3 call close.

# Prospecting Strategy

Day Two

Newspaper

Yellow Pages

Coupon Mailers

Shoppers

Rack Publications

Direct Mail

Trade Magazines

Online

Prospects who advertise in these vehicles believe in **Print** media  
...**Pre-Qualified Prospects or Warm Leads**

# Prospecting Strategy

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**FIND:**  **LOCATION:**  [Q FIND](#) [Local Yellow Pages](#)

Business Name or Category City, State, ZIP Code or Neighborhood

We found **1286 businesses** for "Restaurant" in the Savannah, GA area.

**TOP CATEGORY MATCHES**

**Search in these top categories:**

<input type="checkbox"/> <a href="#">Chinese Restaurants</a> (58)	<input type="checkbox"/> <a href="#">Mexican Restaurants</a> (17)	<input type="checkbox"/> <a href="#">Steak Houses</a> (4)
<input type="checkbox"/> <a href="#">Fast Food Restaurants</a> (50)	<input type="checkbox"/> <a href="#">Pizza</a> (97)	<input type="checkbox"/> <a href="#">Take Out Restaurants</a> (258)
<input type="checkbox"/> <a href="#">Italian Restaurants</a> (9)	<input type="checkbox"/> <a href="#">Restaurants</a> (831)	
<input type="checkbox"/> <a href="#">Japanese Restaurants</a> (8)	<input type="checkbox"/> <a href="#">Seafood Restaurants</a> (5)	

☐ Check All [Q FIND](#)

**or** See [256 matches](#) for business name or [281 matches](#) for business information.

**RELATED CATEGORIES**

Browse these categories that are related to "Restaurant"

<a href="#">African Restaurants</a> (0)	<a href="#">Fine Dining Restaurants</a>	<a href="#">Restaurant Duct Degreasing</a> (1)
<a href="#">American Restaurants</a> (100)	<a href="#">French Restaurants</a> (0)	<a href="#">Restaurant Equipment &amp; Supplies</a> (9)

East way  
to find  
Business  
Category

# Prospecting Strategy

Day Two

- 80** Calls / week (20 / day Mon-Thur)
- 32** Decision makers (40% of those called)
- 6** Set appointments (about 1 in 5 or 20%)
- 2** Sales (close 1 in 3 or 33% )

# Prospecting Strategy

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## Best Time To Call Prospects

<b>Contractors / Builders</b>	<b>Before 8:30am or after 5:00pm</b>
<b>Corporate Executives</b>	<b>After 10:30am</b>
<b>Dentists</b>	<b>Before 9:30am</b>
<b>Grocers</b>	<b>After 10:30am</b>
<b>Dry Cleaners</b>	<b>Between 10am and 4pm</b>
<b>Physicians</b>	<b>Between 9 and 11:00am or after 4:00pm</b>
<b>Retail Stores</b>	<b>After 10:00am</b>
<b>Restaurants</b>	<b>Before 11:00am and after 2:00pm</b>
<b>Home Services</b>	<b>Before 8:00am or after 4:00pm</b>

# Prospecting Strategy

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Day Two

**Remember to :**

**Sell the Appointment !**



# Prospecting Strategy

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- Time to Prepare
- Opportunity to Present my Product
- Attentive / Receptive Audience

# Prospecting Strategy

## PROSPECTING – THE KEY TO YOUR SUCCESS!

- **CHAMBERS OF COMMERCE** – 1. Map of local area 2. Vinyl phone book covers 3. Chamber directories 4. Residential guide (small towns) 5. List of area churches 6. Business cards of local merchants, contractors, etc. 7. Flyers, publications 8. List of local schools 9. Welcome Wagon
- **CITY HALL AND COURTHOUSE** – 1. Zoning department 2. Building department (tell them you want a list of new businesses in the area or a list of new electrical turn-on's for the past year)
- **CATHOLIC CHURCHES** – Visit every Catholic Church in the area and ask for a copy of the church bulletin. If church is locked, go next door to the Rectory and get a copy from them.
- **BOWLING CENTER** – 1. Regular score sheets 2. Cellophane league sheets 3. League standing board on the wall (has the sponsors of the team listed on the weekly standings). 4. Ads on the walls, above lanes, in lounge, in a restaurant or coffee shop, place mats with ads
- **POST OFFICE** – Visit the Post Office daily. Look for the junk mail, stick your nose into the garbage can that is located near the Post Office boxes to get Local FREE newspaper, etc.

- **LOCAL NEWSPAPERS** – Go to every newspaper in town and ask what are the busiest days if it is a daily paper, if it's a weekly then get the weekly editions. You need to have at least 12 newspapers!! Last four editions and two editions from each of the previous 4 months. Tell them that you and your brother are considering opening a business in the area and want to see what is going on in the area. Tell them that your brother is a BIG advertiser and ask for a Media Kit and rate card.
- **FOOD STORES** – Visit EVERY food store in the area. At entrance look for Bench ads, bulletin boards, free publications, kiosks with ads, business cards, flyers. Ask for aisle directory. Ads on shopping carts. 7. Cash register tapes.
- **SPORTS FIELDS** – Home run fence, scoreboard, concession stand, uniforms.
- **HOTELS/MOTELS** – Restaurant guides, room directories, flyers on front desk, lounges, placemats, local maps, phone book covers, inside the rooms.
- **RESTAURANTS** – Placemats, coffee shops, business cards, by telephones.
- **CONVENIENT / LIQUOR STORES** – Food publications, Penny Saver, etc.
- **DAY CARE CENTERS / RETIREMENT HOMES** – Phone book covers, Senior News, etc.

# Prospecting Strategy

- **College and high school** – yearbooks, school newspapers, sports programs, book covers, student center, book store, sports fields, football-basketball calendar.
- **POLICE/FIRE DEPARTMENTS** – Yearbook, newsletter, calendar.
- **APARTMENT COMPLEXES** – The good stuff is usually near the mailboxes.
- **BILLBOARDS / BENCHES/BUSES/TAXIS/TRUCK/VANS/CARS**
- **REAL ESTATE OFFICES** – Telephone/address books, phone book covers, contractor business cards.
- **PHOTOGRAPHER** – Wedding books
- **FLORIST** – Wedding books
- **TOWN MAGAZINES** – Look for them around town.
- **PRINT AND FRAME SHOPS** – Caricature maps, business cards, stationery.
- **KNIGHTS OF COLUMBUS/JAYCEES/4-H CLUBS/BANKS** – Phone book covers, maps, newsletter, calendars.
- **SIGN COMPANIES** – Ask what signs they have done in the area in the past months for new businesses.

- **HEALTH CLUBS / SPAS** – Look around the entrance for bulletin boards, business card displays, locker rooms.
  - **GOLF CLUBS** – Golf scorecards, tee boxes, sponsors for the holes, locker room, league standings board, restaurant, lounge, cars and trucks in the parking lot for contractors.
  - **FICTICIOUS BUSINESS LISTINGS** – Legal section of the local newspapers. DBA.
  - **LUMBER YARDS** – Tons of local contractor business cards.
  - **WHOLESALE CLUBS / SELF-SERVICE LAUNDRIES / ROLLER OR ICE SKATING RINKS / ENTERTAINMENT BOOKS.**
- Drive around your entire area. Look for sandwich boards announcing specials, under new management signs, new hours signs, balloons, pennants, grand opening signs, coming soon signs.**

Take a different route to your area daily – you'll see new stuff.  
Get off the main drags – that is where all the ad salespeople drive.  
Prospect five to seven miles out from your office.  
Remember, if you see someone who is advertising in your area, even though they may be located 15 or 20 miles from your office, call them-they want to do business with people in the area you are working with, or you would not be seeing their ads.

**PROSPECTING IS THE KEY TO YOUR SUCCESS-DON'T SHORT CHANGE YOURSELF OR YOUR FAMILY!**

# The Hot 100 Categories

## The Hot 100 Categories

The businesses that advertise most frequently with coupons are categorized in the following list.

### CATEGORY SUGGESTED BEST OFFERS

#### **AUTO**

**Car Wash** Dollar off wash, multiple coupons, seasonal.

**Dealer Service** Free credit application, big dollars off new car, present coupon after you make your best deal.

**Gasoline Service Station** Any free brake checks, free tire rotation, free heating and cooling check, \$1 off gas purchase of 8 or more gallons, dollars off frequently needed repairs.

**General Repairs** Front end alignment discount, free brake check, dollars off frequently needed service jobs.

**Mufflers** Any free inspection, dollars off any service work.

**Oil & Lube** Price point for lube, oil and filter change, dollars off.

**Painting/Body Work** Big dollars off or low price on paint jobs plus free estimates, \$75-\$100 off a paint service.

**Tires** List sizes and prices, seasonal specials.

**Transmissions** Low cost transmission tune-up and parts.

**Tune-Up** Dollars off or a price point offer.

# The Hot 100 Categories

## RESTAURANTS

**Bakeries** Free pastry or cookie, bogo pastry or cookie, general discount.

**Barbeque** See Family Style restaurants below.

**Chicken** General discount certificate with low minimum entry point, combo offer: bogo snack, 3 free pieces, big purchase coupon, flyers.

**Chinese** See Family Style Restaurants below

**Donuts** 50 cents or \$1 off dozen, bogo holes, bogo (except donuts), no free coffee!

**Family Style** Bogo, dollars off, 2-fers or even price point (e.g. all you can eat buffet for \$3.99).

**Fine Dining** Bogo (most entrees), \$5-\$10 off dinner for two, as few restrictions as possible.

**Hamburgers** Bogo, 2-fers, meal deals, low price/multiple purchases, 4-6 week expiration.

**Ice Cream** Two for one cone/traffic item, 50 cents off banana split, hot fudge sundae, and other items.

**Italian** See Family Style restaurants.

**Mexican** See Family Style restaurants

**Pizza** Bogo, dollars off/multiple coupons, dollars off for local pizza operator, buy one-get one at half price, 4-6 week expiration.

**Pubs/Taverns** Food offers, not drink offers !

**Seafood** See Family Style restaurants.

**Subs** Bogos, dollars off.

**Yogurt** See Ice Cream above.

# The Hot 100 Categories

## GENERAL SERVICES

- **Film Processing** Dollars off processing, % discounts, free extra set of prints, bogo enlargements
- **Hair Salons** \$2 off cut, \$5 off perm or low price, \_ price kids
- **Maid / Cleaning Services** \$10 off first call, \$5 off second call.
- **Mail and Shipping** Free gift, \$1 off UPS shipment and packing supplies, free mailbox rental, general discount
- **Nail Salons** Dollars off full set of nails, free nail polish/remover
- **Pest Control** Free estimates or inspection, dollars off, price points on specific in-season services
- **Pet Grooming** Multiple \$2 off offers on grooming, flea dip special (in-season) special price for short-haired dogs.
- **Photographers** Free portrait 8" x 10" color, low price family portrait sitting.
- **Plumbing** Free estimates, \$10 off service call, dollars off on water, heater installation
- **Printing and Copying** 50 free copies, bogo 500 business cards, dollars off printing services, free typesetting with printing order
- **Shoe Repair** Dollars off on men's and ladies' heels and soles, general discount on other repairs
- **Storage** Bogo month (second month free), 20% off "all you pay on move-in day"
- **Tanning Salons** Price point for number of sessions (\$25 for 10), free tanning session
- **Television Repair** Free in shop estimates, \$10 off TV and VCR repair, tagline that says tape the coupon to the back of your TV, price point for VCR cleaning.
- **Tree Services** Free estimates, dollars off tree service, stump removal.

# The Hot 100 Categories

## LEISURE

- **Bowling** Bogo game.
- **Dance Studios** Free registration, one month free classes, free dance bag.
- **Health Spas / Fitness** Free month or week, three free visits, big discounts on membership.
- **Hotel / Motel** Low price weekend getaways, dollars off, restaurant bogos.
- **Karate / Martial Arts** Free registration, one month free classes, free uniform, dollars off on a series of classes.
- **Limousine** Dollars off on regular service, dollars off special events (weddings), price points for prom nights, special price on airport transportation.
- **Travel Agencies** \$10 off any airline ticket purchase of \$200 or more, travel survey, low-price cruises

# The Hot 100 Categories

## MEDICAL

Day Two

- **Chiropractors** Free consultation, free exam and X-rays.
- **Dentists** Free exam and cleaning, cleaning and X-rays at a low price.
- **Hearing** Free hearing evaluation, free hearing test, free battery check, free hearing aid cleaning, dollars off and price point offers on hearing aids.
- **Optical – Exams** Dollars off, low price.
- **Optical – Glasses** \$13-\$20 off prescription eye glasses or contacts, \_ price frame, bogo frames
- **Pharmacies** \$5 off new or transferred prescription, \$2 off any purchase of \$5 or more, free bottle of aspirin/toothbrush, etc.
- **Podiatrists** Free initial consultation
- **Veterinarians** Dollars off vaccinations, free initial exam, dollars off any service, free flea dip and bath.



# The Hot 100 Categories

## PROFESSIONAL SERVICES

- **Banks** Free cash deposit with new checking or savings account.
- **Cemeteries** Selling pre-need: free family record portfolio, free emergency guide, two burial spaces for low price.
- **Child Care** Free weeks valid upon registration, free registration.
- **Funeral Services** See Cemeteries above.
- **Insurance** Phone quotes on auto insurance, cheap term, homeowners, free atlas, free brochure, free consultation, rate comparison table, long postcards.
- **Legal Services** Free initial consultation.
- **Real Estate** Free market analysis – discount on commission.
- **Weight Control** Free consultation, % discount.

# The Hot 100 Categories

## GROCERY

- **Deli** Bogo and dollars off on sandwiches, price point, general discount offers.
- **Supermarket** Low prices, cents off, bogos on common items: eggs, bacon, flour, sugar, etc., flyers, free item with minimum purchase, 6-8 week expiration.

# The Hot 100 Categories

## GENERAL RETAIL

- **Beauty Supplies** Free hairbrush, shampoo, bogos, general discount.
- **Bedding** Free frame, free delivery, free mattress with purchase of box spring, combination of a dollar off and price point.
- **Card/Gift Shops** Free card, free postage stamp, general discount.
- **Carpet Store** Free doormat (carpet samples), free installation, combination price point and general discount offers.
- **Clothing – Family** General discount certificate with low minimum entry point (below store's average ticket).
- **Clothing – Women's** See Clothing – Family above.
- **Florist** Free plant, mixed bouquet, general discount certificate, dozen roses for low price, balloons, free wire service with out-of-town orders, mention YOUR coupon with phone orders.
- **Framers** 20% off custom framing, \$10 off any purchase of \$40 or more
- **Furniture Stores** Combination price point and general discount (\$100 or \$300), price points on specific items.
- **Hardware** Free key/light bulb, bogo key/light bulb, general discount certificate with low minimum entry point.
- **Jewelry** General discount certificate in various price ranges, traffic items: ear piercing and ring cleaning, low price on gold chains.
- **Party Supplies** General discount offer, bogo offers, freebies
- **Pet Shops** Free fish, general discount offers, low price starter aquarium.
- **Shoes** Individual dollars off coupons for men's women's and children's shoes, no minimum entry point
- **Sporting Goods** Multiple general discount offers, name brands, free socks
- **Vacuum Sales & Service** Low price tune-up plus parts, bogo vacuum bags.
- **Video** Two-for-one movies, free two or three month membership, low price for overnight rental, free popcorn.

# Prospecting Strategy

Hi, my name is J.W.....and I could use your help.

I've got some important information about advertising. Who should I send it to?

**Gate Keeper: Oh, that's Mary Smith....**

Is she the person who decides on this type of thing?

.....and what is Mary's title? Thank you.

.....and the best time to reach her? Thank you

.....is she in now ?

I really appreciate your help. What was your name?

**Thank you Susan .**

# Prospecting Strategy

**Get to the Point. Tell your Prospect What He  
Wants to Know.....**

- **Who are you ?**
- **Why are you calling ?**
- **What's in it for me ?**

# Prospecting Strategy

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## **What Do I Want to Know?**

- Does he like me (my product)?
- Does he need me (my product)?
- Will he see me ?

# Prospecting Strategy

## Phone Script (30 Second Commercial)

Hello...

- My name is J.W. with the Moneysaver.....the shopping magazine that's direct mailed to every household in your area.
- I'm calling to see if I can help you generate some new customers through direct mail.
- I'd like to show you what we do for other \_\_\_\_\_ in your area.
- I'm very experienced at what I do...and I make lots of money for my customers.
- Would you be willing to see me for a few minutes? I promise to be short and to the point.
- How about next \_\_\_\_\_ morning or \_\_\_\_\_ afternoon?

# Prospecting Strategy

## What if Prospect's Initial Reaction is Negative?

### 4 Most Common Responses:

- No thanks
- Not interested
- We don't advertise
- I spent my budget



# Prospecting Strategy

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**Where do I go from  
here ?**

# Prospecting Strategy

## Get a license to proceed...

- Okay, no problem.....but I'd like to keep in touch.
- Can I drop off some samples of what we're doing for other\_\_\_\_\_in your area?
- I'll show you what they do to attract new customers.

# Prospecting Strategy

## Phone Tips

- To get around Gatekeeper, ask for AR or Sales
- Don't "technique" prospects. They hate it.

**"If I could show you a way to increase sales by \$\$\$ would you interested? "**

**"Are you more interested in Advertising that makes you \$ or costs you \$ ?"**

- Use a script as a road map until you're comfortable without it
- Always leave your "commercial" on prospect's voice mail.
- Always leave your e-mail address on prospects voice mail.

# Prospecting Strategy

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## **Confirm by Fax or Email**

Hello Tom,

**Looking forward to our 15 minute meeting at your office next Wednesday, April 16<sup>th</sup>, 11:00 AM. See you there. Thanks a bunch!**

**J.W.**

# Prospecting Strategy

## Confirm by Email or Fax

Hello Mr. Collins,

I redesigned the ad you are running in the Magazine.

Let's try it in the Moneysaver and watch it pull in new new customers.  
Our readers buy a lot of new furniture too. (see attachment)

J.W. Owens

**(Always Use an Attention Getter in Subject Line)**

# Prospecting Strategy

Dear Business Owner,

Recognizing that your time is valuable, I will be brief and to the point.

**By U.S. Mail**

The \_\_\_\_\_ is a Powerful advertising vehicle that is generating immediate and consistent results for hundreds of businesses in \_\_\_\_\_ Area.

I would like to establish a working relationship with your company by providing you help in finding new customers through Home Delivery.

Just a few reasons why using \_\_\_\_\_ is a smart marketing strategy:

- **99.1% Household Penetration**      Hand delivered by Carriers
- **Targeting**      Choose only those zones that match your target customer profile.
- **Readership**      A huge reader audience for 25 years. Results speak for themselves.
- **Products**      Many available, including 4-color flyers, coupon books and pre-printed inserts.
- **Flexibility**      We are a weekly publication. You choose when, where& how to advertise.
- **Affordability**      A great ROI for any size budget. Prices start at less than 1 penny per household.

I would like to share some success stories from others in your industry. I will call you next week in hopes of arranging a quick meeting. I've enclosed something of value that I know you will enjoy reading. Thank you!

Sincerely,

J.W. Owens

# Prospecting Strategy

## THE VISIT

### **Mission:**

- Take visual snapshot
- Gather information
- Get decision maker's business card (E-mail)
- Sell an appointment

### **Do I carry**

- Day Timer?
- Business cards?
- Product?
- Testimonials?
- Media Kits?
- Presentation Material?

**Most important** - Get a license to proceed to the next step in the relationship building chain

# Prospecting Strategy

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**What do we Leave Behind ?**

**Business Card ?**

**Product Samples ?**

**Maps ?**

**Rate Card ?**

**Media Kit ?**



# Prospecting Strategy

**What do we Leave Behind ?**

**Where Do They End Up ?**



# Prospecting Strategy



# Prospecting Strategy

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**Persistence, Commitment, Consistency !**

**Prospect Everyday**

**120 minutes minimum**

**Please Don't Quit !!!**

# Prospecting Strategy

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**Persistence, Commitment, Consistency !**

**Prospect Everyday**

**120 minutes minimum**

**Please Don't Quit !!!**

# Prospecting Strategy



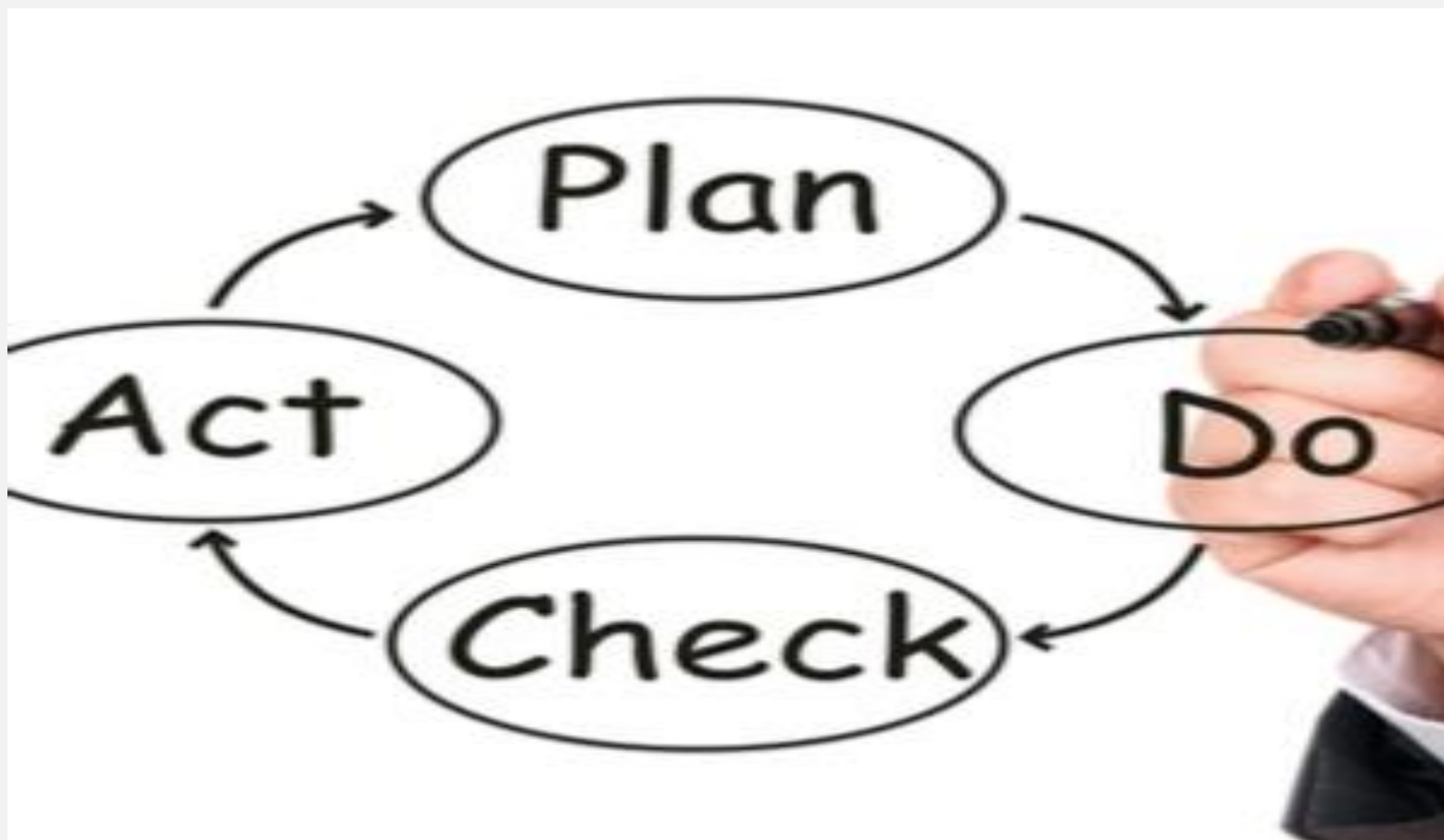
This is a series of Training for your  
Management, Sales & Office TEAM

## Good Selling !



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**A Perspective 101 Series**



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