

Written by  
Tim Rychel  
TLI Faculty  
member

TLI 102



# Prospecting: The Key To Selling Success

TLI 102



The Leadership Institute

*Lighting the Way*



# Prospecting Strategy for High Achievers in Advertising Sales

**Fundamentals  
of Prospecting**

**Activities and  
Techniques**

**Power Tools**



**Prospecting  
60 Minutes**



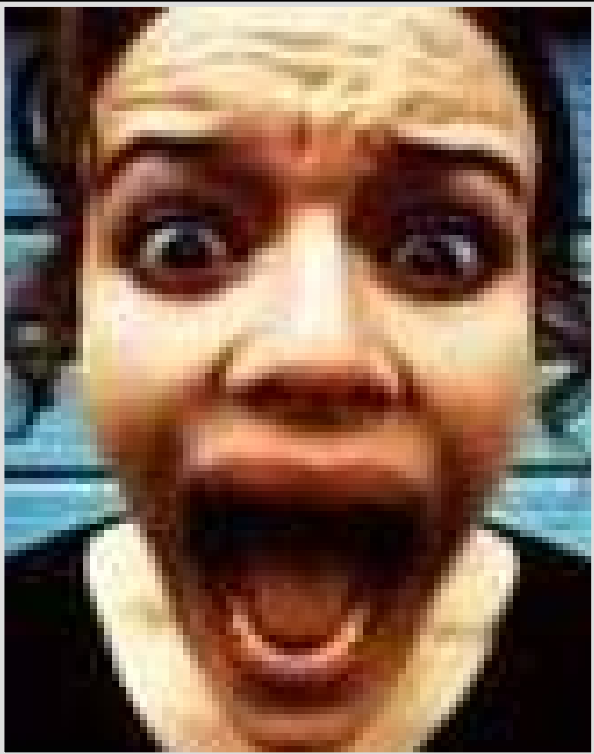


**Ask Salespeople :**

**Do You Enjoy  
Prospecting?**

**Answer is....?**

**You Must Be Crazy...  
What Are You  
Smoking ?**

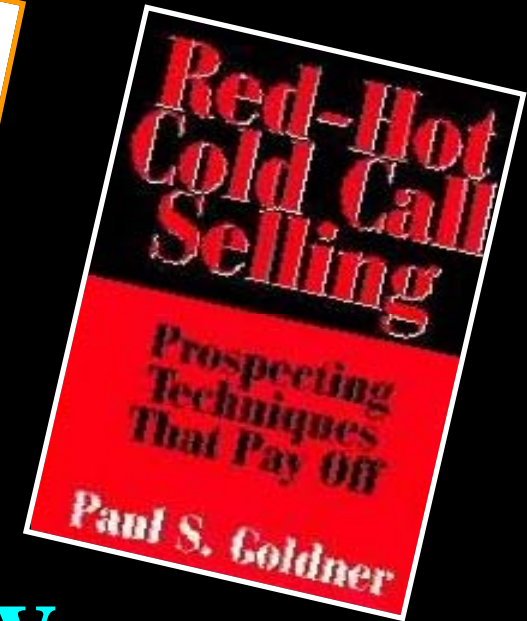
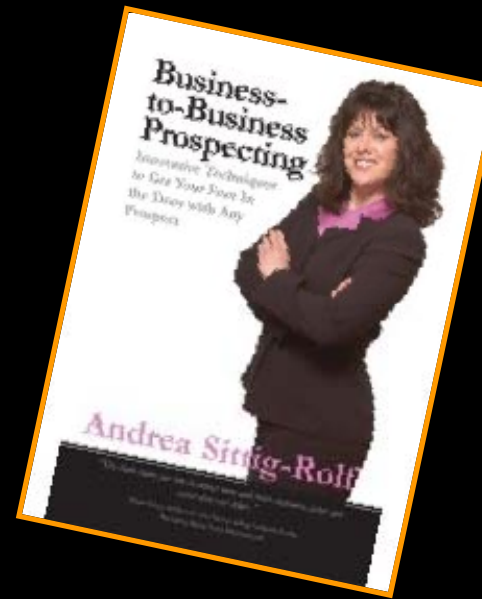
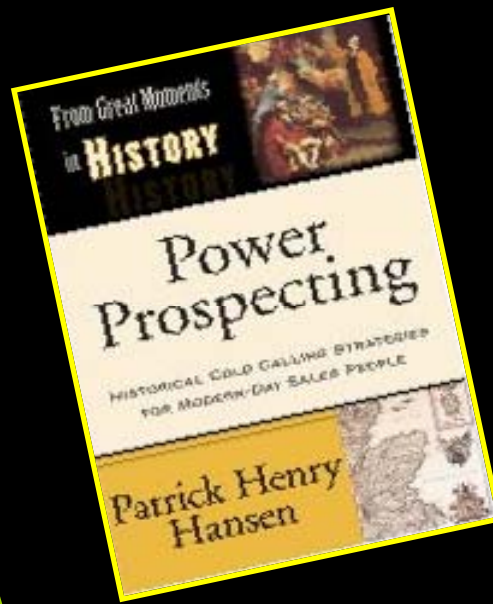
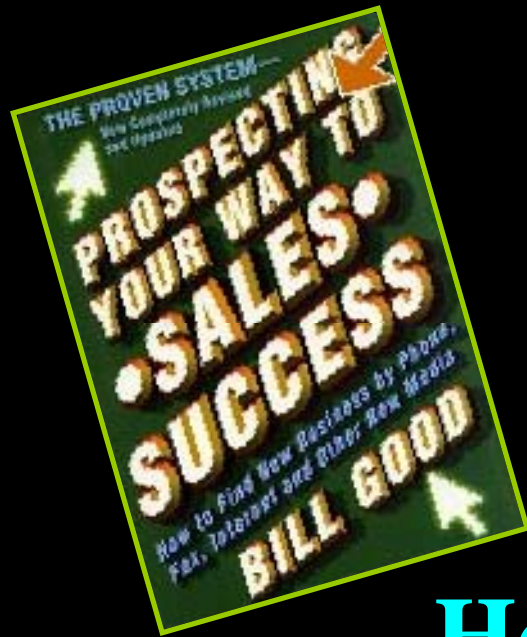




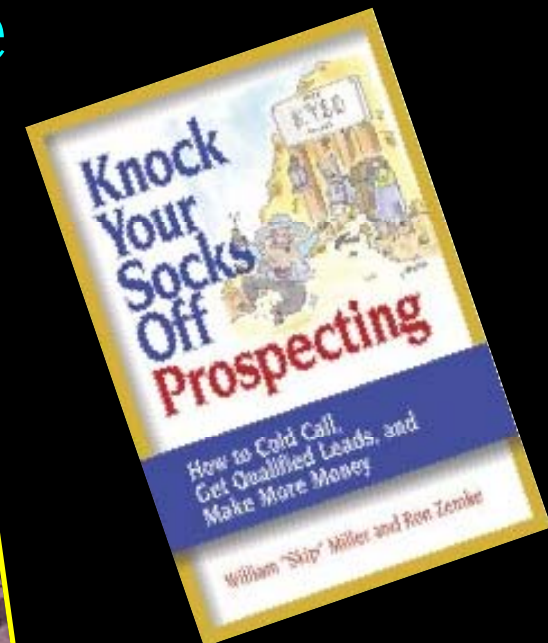
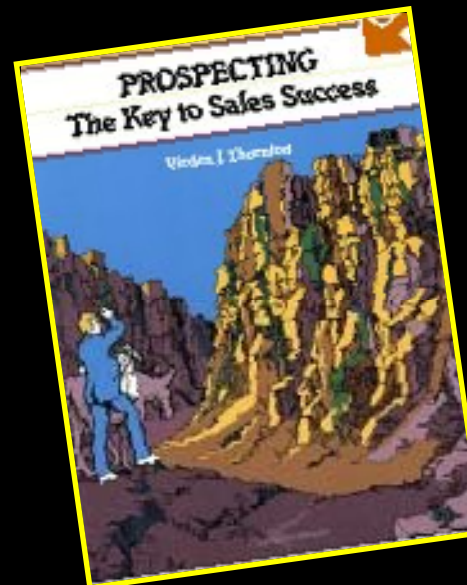
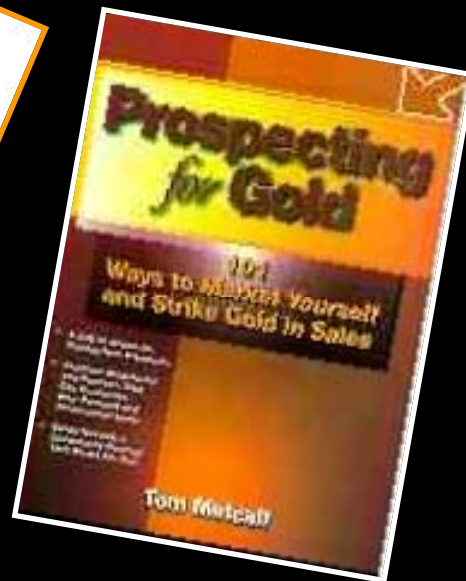
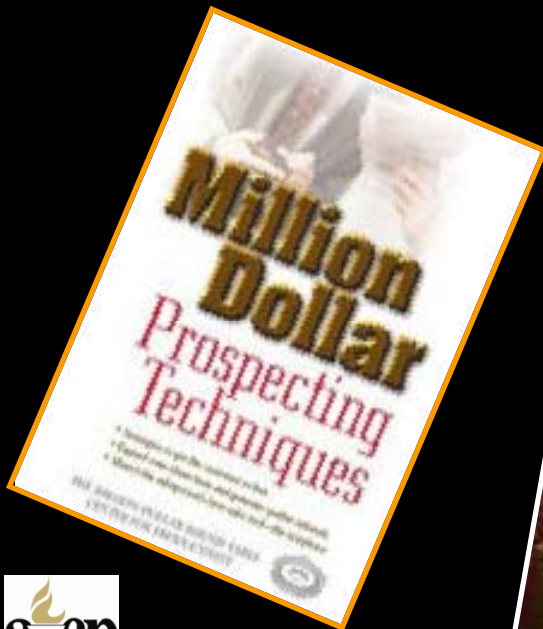
# Old School Thinking



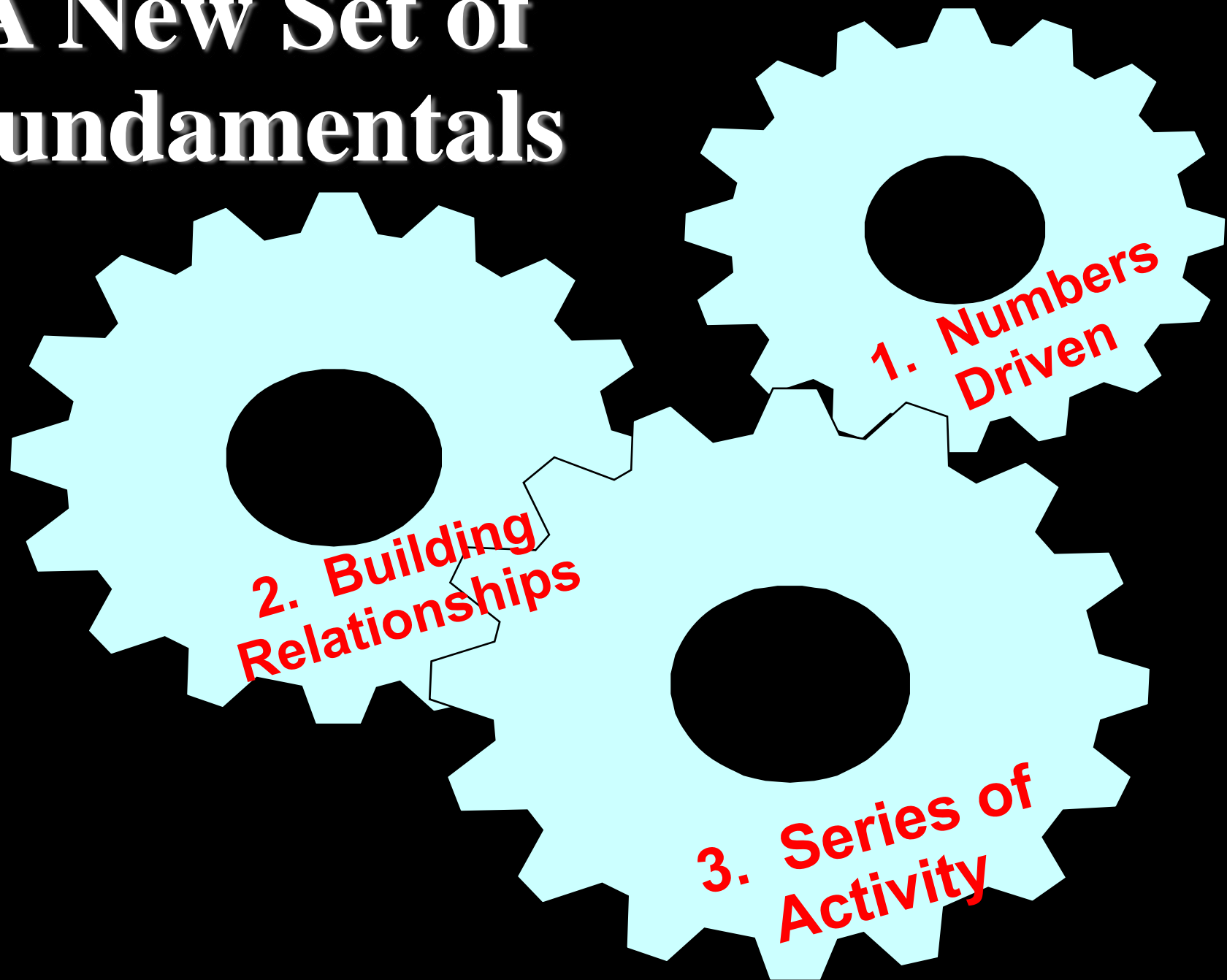
- Prospecting is a **pure numbers game**.
- It's all about **cold calling strangers** in hopes of closing a sale on the first call.
- Learn to appreciate **rejection**, it only hurts for a while.
- Get out there, **pound the streets** and turnover some rocks.
- Get on the phone & **dial for dollars**. You don't need a script, those are for kids.
- You may think it's **a waste of time**, but you won't make money sitting on your wallet in the office.



# How To Prospect Your Way To Fame & Fortune



# A New Set of Fundamentals







# What is Prospecting? New School Definition

Prospecting is a perpetual search for new customers, by initiating contact with likely buyers, through a series of relationship building activities, including:

- Phone Calls
- Visits
- US Mail
- E-Mail
- Voice Mail
- Fax
- Social Events

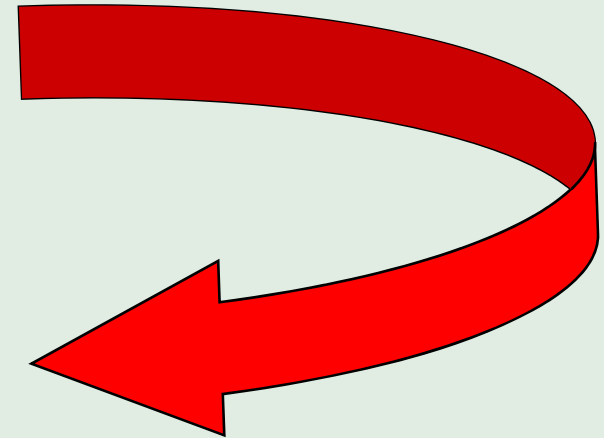




# What is Prospecting ?

Prospecting is a perpetual search for new customers, by initiating contact with likely buyers, through **a series of relationship building activities**, including:

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- Social Events





# Why a Series of Activities ?

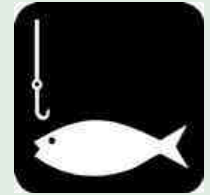
- We Buy from People we Like & Trust
- Frequency of contact builds Name Recognition and Trust
- I buy from you because “I know you, like you and trust you”.
- Prospecting is making a connection and Building a Relationship.





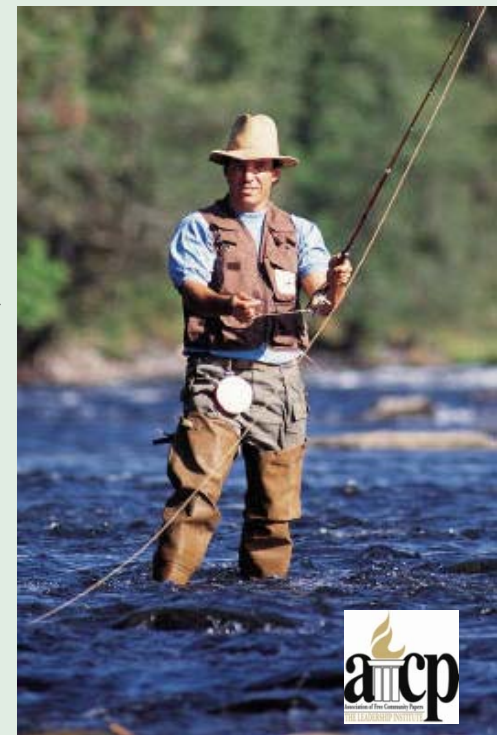
# Who are the Best Prospects to Call On ?

## Top 25 Business to Consumer Segments are Likely Buyers



- |                               |                         |                    |
|-------------------------------|-------------------------|--------------------|
| • <b>Automobile</b>           | <b>Entertainment</b>    | <b>Medical</b>     |
| • <b>Apparel/Clothing</b>     | <b>Furniture</b>        | <b>Mortgage</b>    |
| • <b>Consumer Electronics</b> | <b>Grocery</b>          | <b>Optical</b>     |
| • <b>Computer Equipment</b>   | <b>Hair</b>             | <b>Pets</b>        |
| • <b>Dental</b>               | <b>Home Improvement</b> | <b>Real Estate</b> |
| • <b>Employment</b>           | <b>Home Services</b>    | <b>Restaurants</b> |
| • <b>Fast Food</b>            | <b>Insurance</b>        | <b>Schools</b>     |
| • <b>Financial Services</b>   | <b>Legal Services</b>   | <b>Travel</b>      |
| • <b>Fitness</b>              |                         |                    |

- 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.
- Fish Where The Fish Are





# Prospect Lead Sources

- Newspaper
- Yellow Pages
- Coupon Mailers
- Shoppers
- Rack Publications
- Direct Mail
- Trade Magazines



Prospects who  
advertise in these  
vehicles believe in  
**Print** media...

**Pre-Qualified  
Prospects or Warm  
Leads**



# Prospect List Data

## List Type

1. Build your own list
2. Buy a list from vendor
3. In-house lead generation system for reactivations
4. Free RBOC directory data available online

## Lead Source

Ads from various print products

Info USA, List America, SBC

Tied to sales order system /data base







superpages.com we know around here

HOME PAGE | MY DIRECTORY | **YELLOW PAGES** | PEOPLE PAGES | CITY PAGES | CONSUMER CENTER | ADVERTISE WITH US

## ADVERTISE

Add / Change Listing  
Advertise With Us  
Print Advertising  
Contact A Rep

## TOOLS

My Directory  
Maps  
Driving Directions

Home → Yellow Pages → Simple Search

Simple Search

[Search Within a Map](#)

[Search By Distance](#)

Keyword ([browse](#)) or Business Name

Real Estate

Location (City, State, or ZIP) optional

Santa Ana CA 92705

(ex: Boston MA, or MA, or 02114)

Show 15 matches per page

Find It

[Search Tips](#)

[Advanced Search](#)

Use Advanced Search to search by:

- [Street Address](#)
- [State](#)
- [ZIP Code](#)
- [Phone](#)

## Category Browser

### [Arts & Entertainment](#)

[Art Galleries](#), [CDs & Records](#), [Movie Theaters](#), [Nightclubs](#), ...

### [Automotive](#)

[Car Dealers](#), [Car Parts](#), [Car Repair](#), [Truck Dealers](#), ...

### [Business & Professional Services](#)

[Copying Services](#), [Employment Agencies](#), [Labs](#), [Office Supplies](#), ...

### [Clothing & Accessories](#)

[Clothing Stores](#), [Jewelers](#), [Shoe Stores](#), ...

### [Health & Medicine](#)

[Dentists](#), [Drug Stores](#), [Hospitals](#), [Physicians](#), ...

### [Home & Garden](#)

[Furniture](#), [Home Improvement](#), [Pet Shops](#), ...

### [Industry & Agriculture](#)

[Farms](#), [Importers](#), [Machine Shops](#), ...

### [Legal & Financial](#)

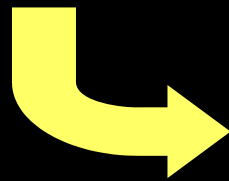
[Attorneys](#), [Banks](#), [Insurance](#), [Tax Return Preparation](#), ...



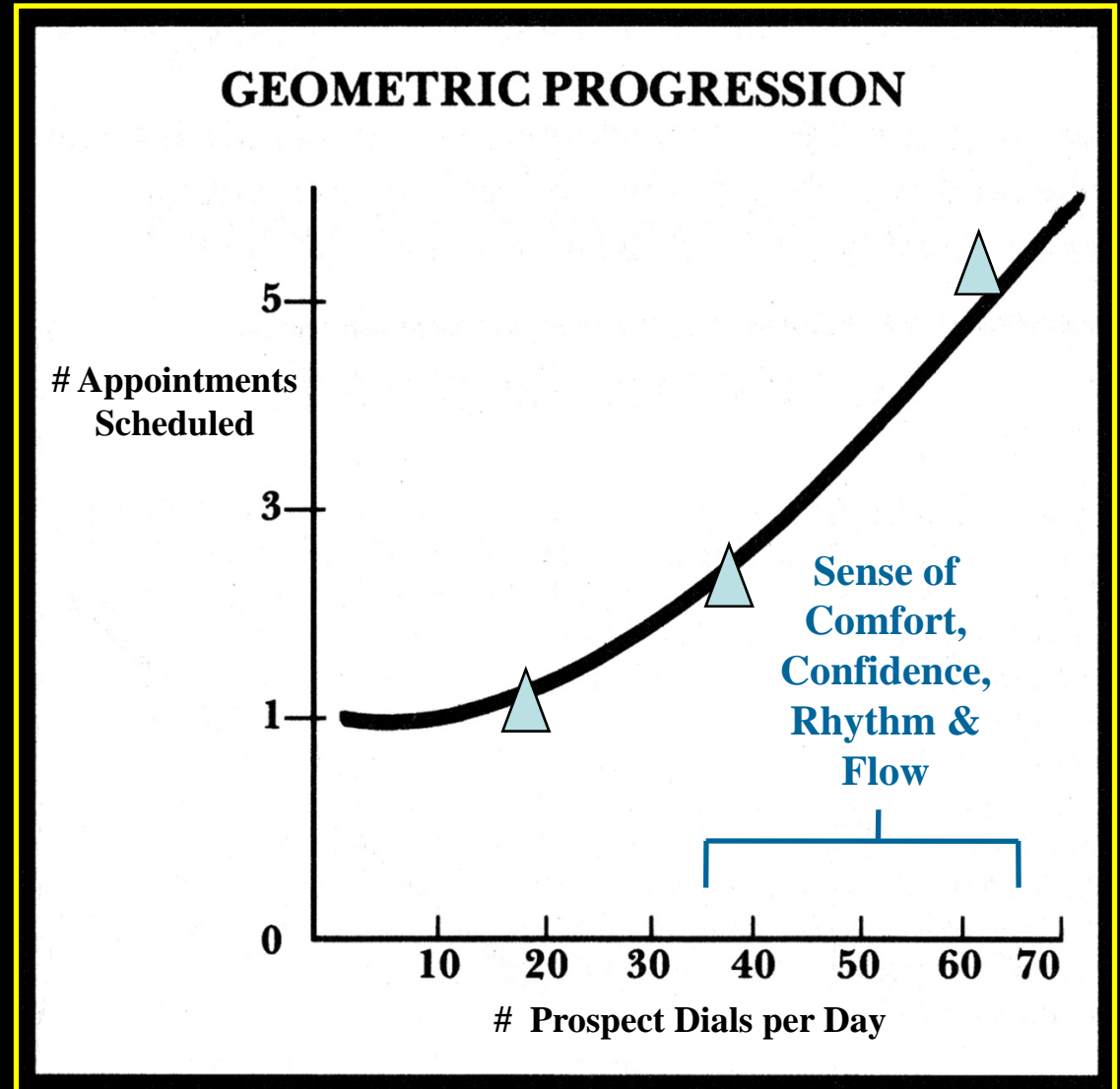
# Is Prospecting a Numbers Game?



You'll see far better results by increasing dials from 40 to 60 per day than by doubling from 20 to 40 per day



Most Sales People Don't Push it Far Enough to See the Benefits





# By The Numbers (outside)

- 80** Phone 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% )



## What's Your Conversion Ratio?





# By The Numbers (inside)

**240** outbound dials / week

**30** dials / hour x 2 hours / day  
(Monday thru Thursday)

**4-5** decision makers / hour

**1.5** sales / hour



## What's your Close to Dials Ratio?

# MODEL WORK WEEK

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MONDAY MEETING	2 HOURS PROSPECTING	2 HOURS PROSPECTING	2 HOURS PROSPECTING	FIELD TIME
RELEASE DARFS	FIELD TIME	FIELD TIME	FIELD TIME	IN-BOUND CALLS
2 HOURS PROSPECTING	IN-BOUND CALLS	IN-BOUND CALLS	IN-BOUND CALLS	VACATION/SICK COVERAGE
FIELD TIME	VACATION/SICK COVERAGE	VACATION/SICK COVERAGE	VACATION/SICK COVERAGE	CHECK MESSAGES
IN-BOUND CALLS	CHECK MESSAGES	CHECK MESSAGES	CHECK MESSAGES	CLEAR CREDIT
VACATION/SICK COVERAGE	CREDIT CALLS	CREDIT ISSUES & CLEAR CREDIT	COLLECTION CALLS	CHECK ON DUPLICATE ADS
CHECK MESSAGES	FOLLOW UP	FOLLOW UP ON: CUSTOMER SERVICE ISSUES	FOLLOW UP: PROOFS PAYMENTS IN/OUTSIDE OF CS	WALK-INS
CHARGE CREDIT CARDS	TEARS	AGING	CALL BACKS (CB)	CALL BACKS (CB)
FOLLOW-UP CALLS (FC)	AGING	CALL BACKS (CB)	COLOR ADS-ADJ IF NEEDED	RUN SHEETS
TEARS	CALL BACKS (CB)	ADS FOR SHOW/PROOF DEADLINE	EXPIRED ADS	EXPIRED ADS
COLLECTION CALLS	CASH EDITS	PAD DEADLINE-MORTGAGE	CREDIT CARD PAYMENT	ROP DEADLINE
CALL BACKS (CB)	LAYOUTS	LAYOUTS	LAYOUTS FOR RENTAL ADS	LAYOUTS
AUTO RENEWALS	FC, CB, EA'S	FC, CB, EA'S, RC	COVERS	ADJUSTMENTS COMPLETED
CALL (NP)'S	EA2'S	CLOSE NEW BUSINESS	FC, CB, EA'S	ALL QUALITY CHECKLIST REC'D REPORT REVENUE TO MGR.
MEDIA PACKETS	PAD RETURN SHOW DEADLINE	ROP SHOW/PROOF DEADLINE	PAD SHOW/PROOF DEADLINE	FIELD LOGS TURNED IN
LAYOUTS/PROPOSALS	TAG SHOW DEADLINE	CREDIT COMMENTS	CREDIT COMMENTS	CREDIT COMMENTS
ONE-ON-ONE WITH MGR.	CREDIT COMMENTS	QUALITY CHECKLIST		
RESEARCH REQUESTS	QUALITY CHECKLIST			
MEDIA PLANNING				
14'S, 17'S & EA'S				
HOUSEKEEPING				
CREDIT COMMENTS				
QUALITY CHECKLIST				



# Why Prospect ?

- **I Get Paid For It.**
- **We're a Sales organization not a Service company**
- **My current accounts are my competitor's prospects.**
- **My business will be out of business without new business**
- **I'm building my Franchise. That's job security !**
- **I have the God given right to discuss my products and services with all eligible prospects.**
- **There are 2,000 businesses in my territory,**
- **I run 15...Opportunity knocks. Here I go !!!**

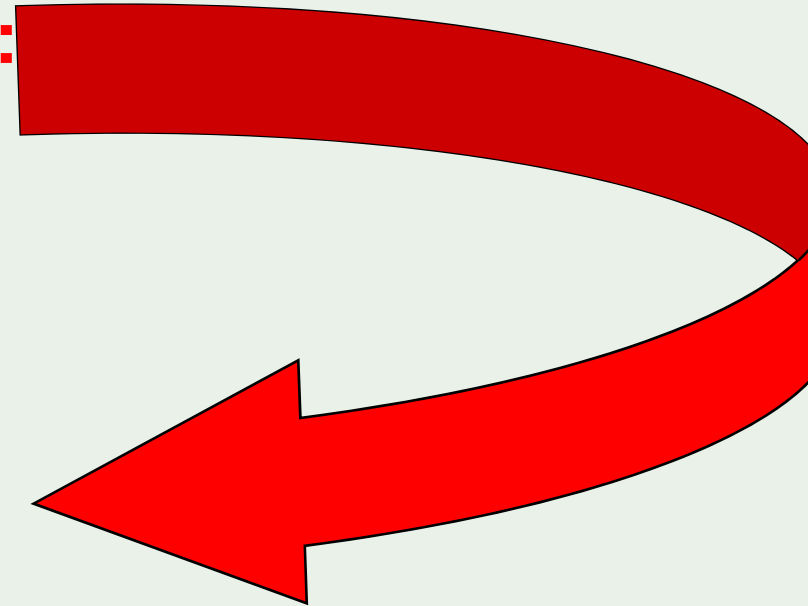




# What is Prospecting ?

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- Phone Calls
- Visits
- US Mail
- E-Mail
- Voice Mail
- Fax
- Social Events





# The Phone Call

## First Contact



# Best Time To Call Prospects



- **Contractors / Builders**
- **Corporate Executives**
- **Dentists**
- **Grocers**
- **Dry Cleaners**
- **Physicians**
- **Retail Stores**
- **Restaurants**
- **Home Services**

**Before 8:30am or after 5:00pm**

**After 10:30am**

**Before 9:30am**

**After 10:30am**

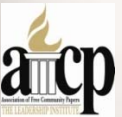
**Between 10am and 4pm**

**Between 9 and 11:00am or after 4:00pm**

**After 10:00am**

**Before 11:00am and after 2:00pm**

**Before 8:00am or after 4:00pm**





# What's the Mission ?

## Sell the Appointment !

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



# Phone Script or No Script ?



**Don't you dare  
navigate without  
a road map...  
until your  
commercial is  
burned into your  
memory, it's top  
of mind and it  
flows smoothly..**



# How do I get to the Decision Maker?



Hi, my name is Tim....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 .

# 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 ?**



# **Phone Script (30 Second Commercial)**



**Hello...**

**My name is Tim with the PennySaver.....the weekly shopping publication 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?**





# Phone Script (30 Second Commercial)



Hello...

My name is Tim with the PennySaver.....the **weekly shopping publication that's direct mailed to every household in your area.**

← 4 Features

I'm calling to see if I can **help you generate some new customers** through direct mail.

← Benefit Statement

I'd like to **show you what we do for other \_\_\_\_\_ in your area.**

← Proof of Value

**I'm very experienced at what I do...and I make lots of money for my customers.**

← Leverage Expertise

Would you be willing to see me for a few minutes? **I promise to be short and to the point.**

← Respect for his Time

**How about next \_\_\_\_\_ morning or \_\_\_\_\_ afternoon?**

← Call to Action

# Phone Script



**Hello...**

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**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?**

 **Who are you?**

 **What do you want?**

 **Why should I care?**



# What if Prospect's Initial Reaction is Negative?



## 4 Most Common Responses:

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

**Where do I go from here ?**

# 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.



# 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? "

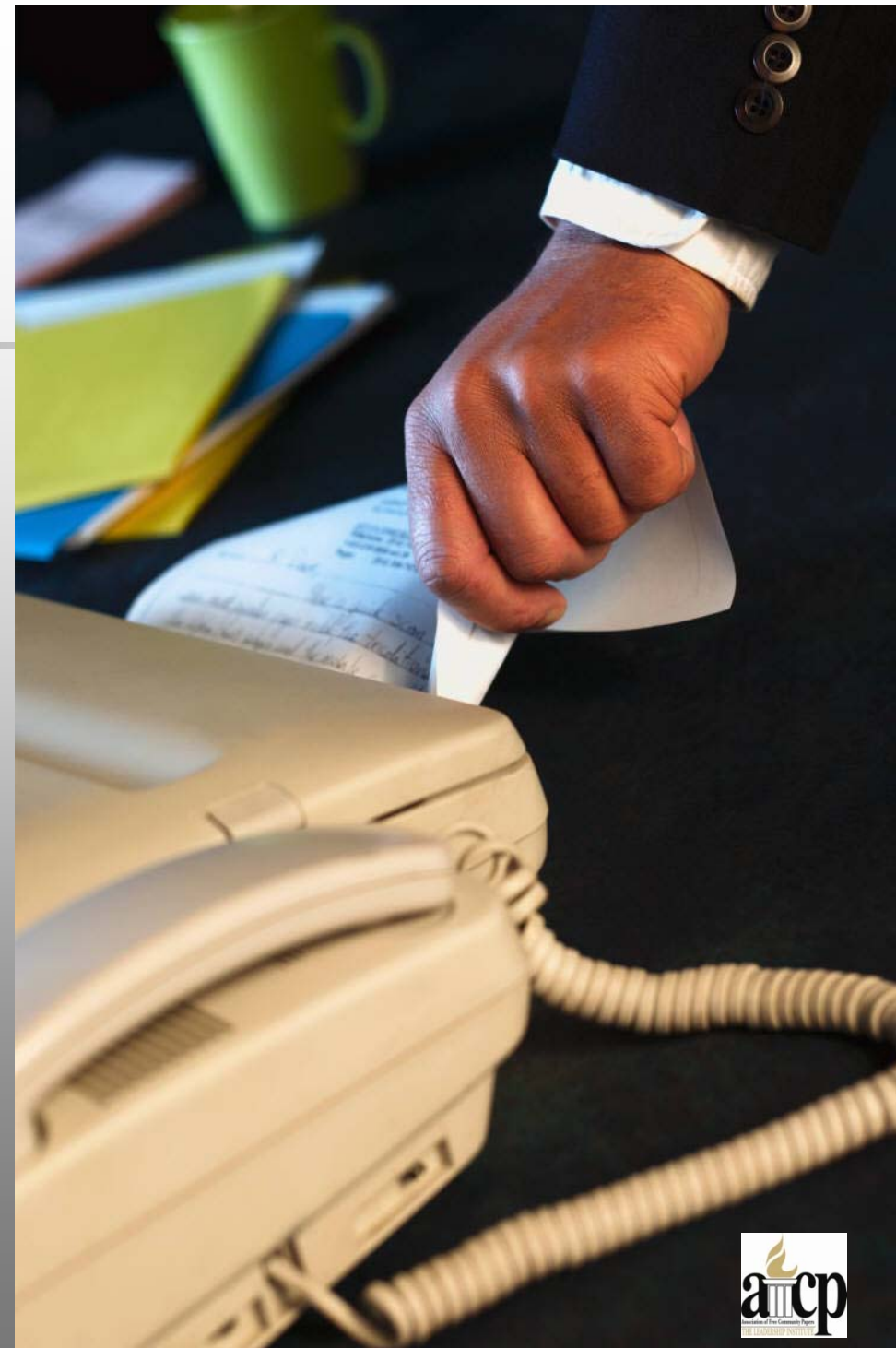
"Are you more interested in Advertising that makes you \$ or costs you \$ ?"

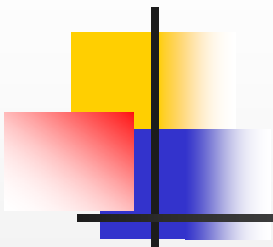
- Use a script as a road map until you're comfortable without it
- Always leave your "commercial" on prospect's voice mail.
- Always leave your e-mail address on prospects voice mail.



**FAX**

**Confirm the  
Appointment by  
Fax !**





# Fax

1261 E. Dyer Rd. Santa Ana, CA 92705  
(714) 428-8501

PennySaver Shoppers

To:	<b>Mr. James / Anaheim Furniture</b>	From:	<b>Tim Rychel / PennySaver</b>
Fax:	<b>(714) 555-1234</b>	Pages:	<b>1</b>
Phone	<b>(714) 555-1222</b>	Date:	<b>4/10/2005</b>
Re:	<b>Our Meeting Next Week</b>		

**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!**

**Tim**



# E-mail



**Just wanted to get my  
foot in the door....**

Hello Mr. Collins,

I redesigned the ad you are running in the LA Times. Let's try it in the PennySaver and watch it pull in new new customers. Our readers buy a lot of new furniture too. (see attachment)

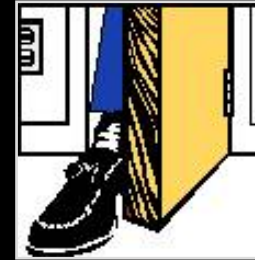
Tim Rychel   PennySaver   (714) 438-8501





# E-mail

**Just wanted to get my  
foot in the door....**



Hello Mr. James,

I saw your ad in another publication. PennySaver captures far more Hispanic readers than any other publication in OC. Can I drop off a testimonial? We'd love to do your prospecting for you.

Tim Rychel PennySaver (714) 438-8501



# E-mail

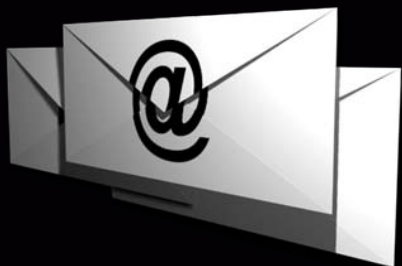


## Our Readers Buy Cars Galore!

Hello Mr. Powers,

I redesigned the ad you're running in the Auto Trader. (see attachment) Let's try it in the PennySaver and watch it pull in new customers. Our readers buy lots of cars too...

Tim Rychel PennySaver (714) 438-8501





**AN AMERICAN  
REVOLUTION**

SHOP ONLINE AT:

**[www.chevyusedcar.com](http://www.chevyusedcar.com)**

**OVER 200 USED CARS IN STOCK STARTING AT \$3995**

**1999 CHEVY CAMARO SS CONVERTIBLE**  
6 Speed, Loaded



**\$18,995** 1 at this price (126156)

**2001 CHEVY TAHOE**  
Auto, Air, Cass, Loaded 39K Miles



**\$19,995** 1 at this price (231084)

**2003 HUMMER H2**  
Yellow, Auto, Air, Lthr, Only 5K Miles, Loaded



**\$48,995** 1 at this price (129828)

**CREDIT  
PROBLEMS?**

**We Finance  
Your Future Not  
Your Past  
Call Sherry  
Or Jim**

- ☒ Bankruptcy
- ☒ Repossession
- ☒ 1st Time Buyer
- ☒ Bad Credit
- ☒ Tax Liens

Lender approval required  
on all applications. Not  
everyone will qualify.

**97 CHEVY  
CAVALIER**  
Auto, Air, Cass,  
Loaded (864443)

**\$3995**

**01 CHEVY  
METRO**  
Auto, Air, Cass, Loaded  
Prior Rental (715553)

**\$4995**

**00 PLYMOUTH  
NEON**  
Auto, Air, Cass,  
Loaded (855795)

**\$4995**

**02 FORD  
ESCORT**  
Auto, Air, Cass,  
Prior Rental (159441)

**\$5995**

**98 DODGE  
CARAVAN**  
Auto, Air, Cass, Loaded,  
(726201)

**\$5995**

**02 CHEVY  
PRIZM**  
Auto, Air, Cass,  
Loaded (402183)

**\$6995**

**02 DODGE  
NEON**  
Auto, Air, Cass, Loaded  
Prior Rental (580443)

**\$6995**

**01 SATURN  
SL2**  
Auto, Air, Cass, Loaded,  
(357796)

**\$6995**

**00 TOYOTA  
COROLLA**  
Auto, Air, Loaded  
(338769)

**\$7995**

**01 FORD  
EXPLORER**  
Auto, Air, Cass,  
Loaded (A14447)

**\$7995**

**96 FORD  
MUSTANG**  
Auto, Air, Cass,  
Loaded (202152)

**\$8995**

**98 FORD  
ECONOLINE 7 PSNGR VAN  
CHATEAU EDITION**  
Auto, Air, Cass, Loaded (A12201)

**\$8995**

**01 FORD  
F-150 XL V8**  
Auto, Air, Cass,  
Loaded (A19249)

**\$9995**

**01 TOYOTA  
SOLARA**  
Auto, Air, Cass,  
Loaded (428783)

**\$9995**

**00 CHEVY  
ASTRO 7 PASSENGER**  
Auto, Air, Cass,  
Loaded (109618)

**\$9995**

**99 TOYOTA  
RAV4**  
Auto, Air, Cass,  
Loaded (054148)

**\$9995**

**01 GMC  
SONOMA SLS X-CAB**  
Auto, Air, Cass, Loaded  
(167365)

**\$9995**

**99 ISUZU  
TROOPER**  
Auto, Air, Cass,  
Loaded (919098)

**\$10,995**

**99 CADILLAC  
CATERA**  
Auto, Air, Cass, 29K Miles  
Loaded (026696)

**\$11,995**

**98 TOYOTA  
4RUNNER**  
Auto, Air, Loaded  
(007438)

**\$13,995**

**00 TOYOTA  
SIENNA LE**  
7 Pass, Auto, Air,  
Loaded (276566)

**\$13,995**

**96 CHEVY  
CREW CAB 3500**  
Auto, Air, Cass, Loaded,  
(014787)

**\$14,995**

**99 CHEVY  
TAHOE LT**  
Auto, Air, Cass, Lthr,  
Loaded (137533)

**\$14,995**

**03 DODGE  
DURANGO**  
Prior Rental, Auto, Air,  
Cass, Loaded (561364)

**\$17,995**

**98 TOYOTA  
LANDCRUISER**  
Auto, Air, Cass,  
Loaded (003156)

**\$19,995**

**01 GMC  
YUKON SLE**  
Auto, Air, Cass,  
Loaded (195103)

**\$21,995**

**02 GMC  
SIERRA 1500 CREW CAB**  
21K Miles, Auto, Air, Cass  
Loaded (160599)

**\$24,995**

**02 TOYOTA  
SEQUOIA SR5**  
Auto, Air, Cass, 24K Miles  
Loaded (098710)

**\$26,995**

**03 MERCEDES  
ML 320**  
Prior Rental, Auto, Air,  
Cass, Loaded (394511)

**\$29,995**

**00 CHEVY  
CORVETTE COUPE**  
Auto, Air, Cass, 32K Miles  
Loaded (112240)

**\$29,995**



**AN AMERICAN REVOLUTION**  
**Se Habla Español. 100% CUSTOMER SATISFACTION**  
**Pregunte por: Richard o Hector**

Shop Online at: [www.yourchevy.com](http://www.yourchevy.com)  
**NEW CARS • 200 WEST OLIVE, BURBANK**  
**USED CARS • 150 WEST OLIVE, BURBANK**

**1-800-868-9318**

Ad prices exclude government fees and taxes, any finance charges, any dealer document preparation charge, and any emission testing charge. Sale ends date of publication.





**Subject:** Sales Leads

**Grab Attention on  
the Subject Line**

**Subject:** I've helped another Car Dealer in your neighborhood

**Subject:** Can I send you a few New Customers?





# US Mail



- ✓ **Grab Attention**
- ✓ **Spark Interest**
- ✓ **Enclose Something of Value**



# Letter

## Features and Benefits

Dear Business Owner,

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

The PennySaver is a Powerful advertising vehicle that is generating immediate and consistent results for 80,000 businesses in Southern California.

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

Just a few reasons why using PennySaver is a smart marketing strategy:

- **100% Household Penetration**

Hand delivered by the US Postal Service to every home in the local area.

- **Targeting**

Choose only those neighborhoods that match your target customer profile.

- **Readership**

44 years.

A huge reader audience for 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**

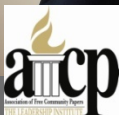
A great ROI for any size budget. Prices start at less than 1 penny per household.

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,

Tim Rychel

(949) 885-5001



# The Visit







# The Visit

- **Mission:**
  - Take visual snapshot
  - Gather information
  - Get decision maker's business card (E-mail)
  - Sell an appointment
- **Do I carry**
  - DayTimer?
  - Business cards?
  - Product?
  - Testimonials?
  - Media Kits?
  - Presentation Material?
- **Most important**
  - Get a license to proceed to the next step in the relationship building chain







# **What do we Leave Behind ?**

**Business Card ?**

**Product Samples ?**

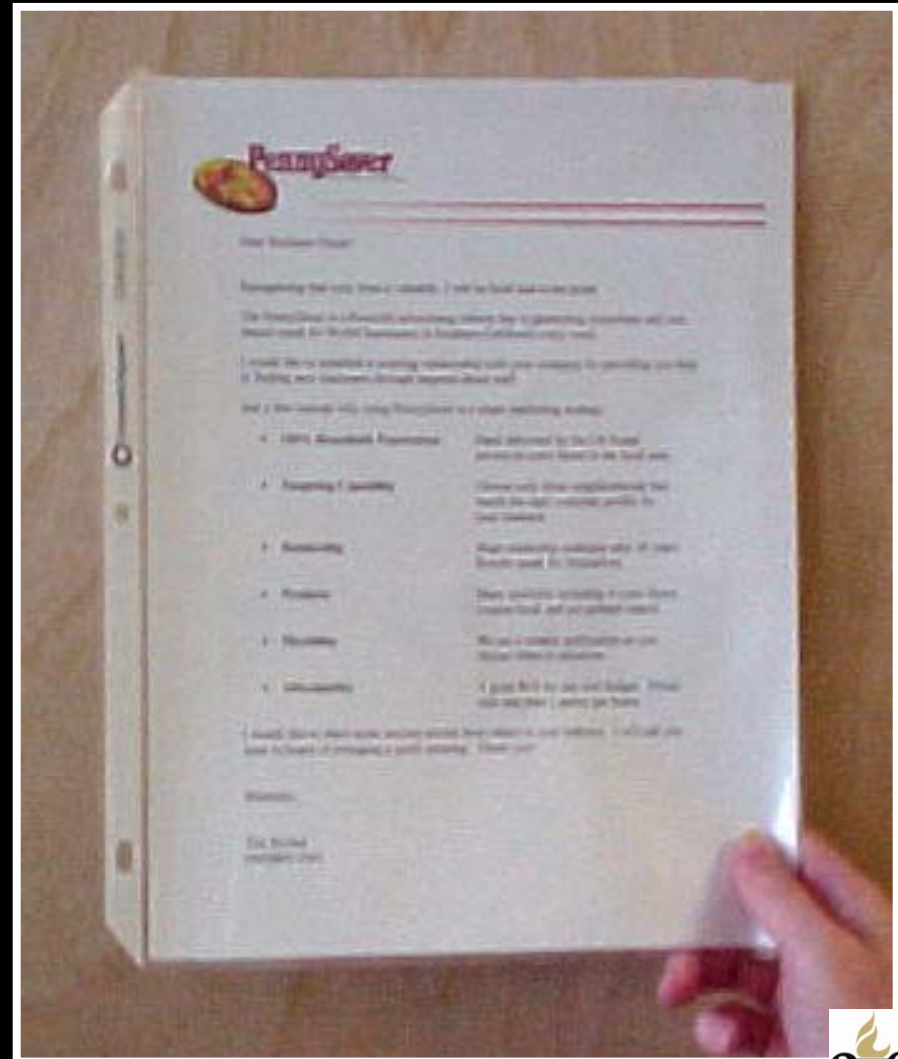
**Maps ?**

**Rate Card ?**

**Media Kit ?**



# The “Best” Leave Behind



# The Leave Behind

Hello John,  
Let us do your prospecting for you. I  
make lots of money for my customers.  
Can we visit for just 15 minutes?  
Tim.



# The Leave Behind

Hello Tom ,  
Who is in charge of sales leads for your  
company? Can I please meet with this  
person for just 15 minutes? Let us do your  
prospecting for you.

Tim.

# The Leave Behind

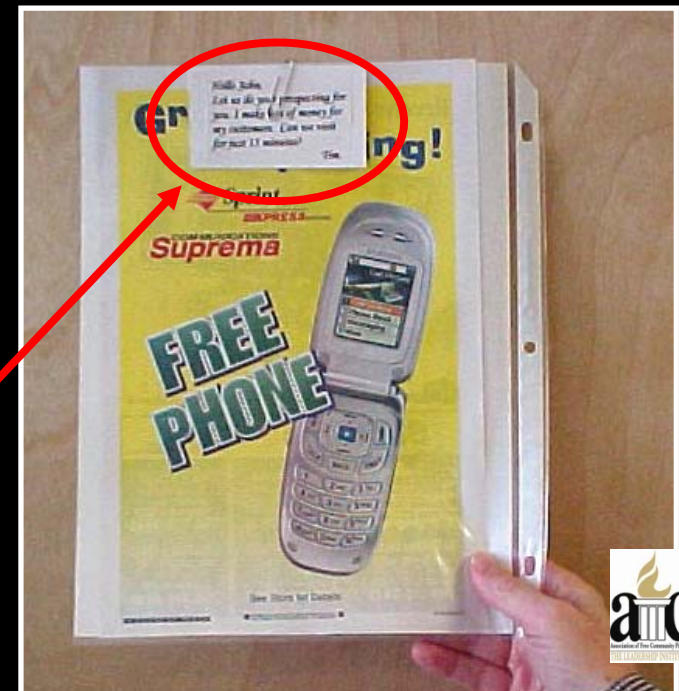
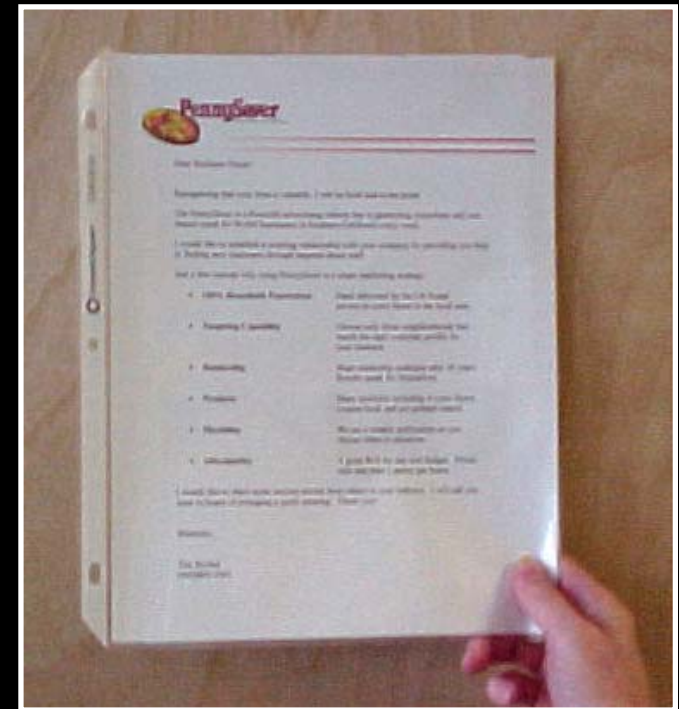
**Hello Mary ,**

**Let me show you how to pick up 3 new customers each week . We're doing it for your competitors. Can we meet for just 15 minutes?**

**Tim.**



# The Plastic Sheet Protector Works !!!



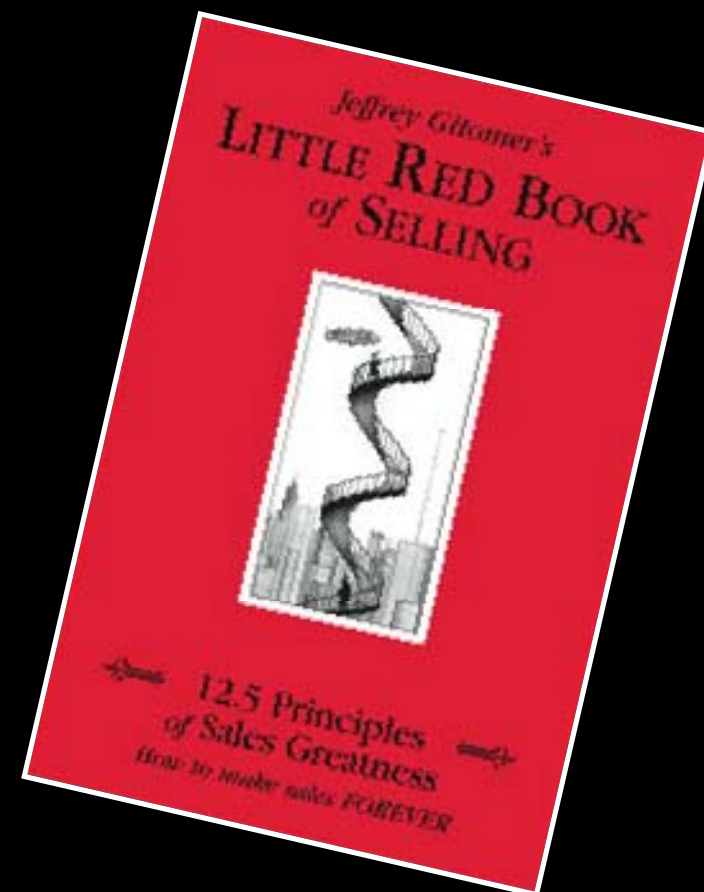
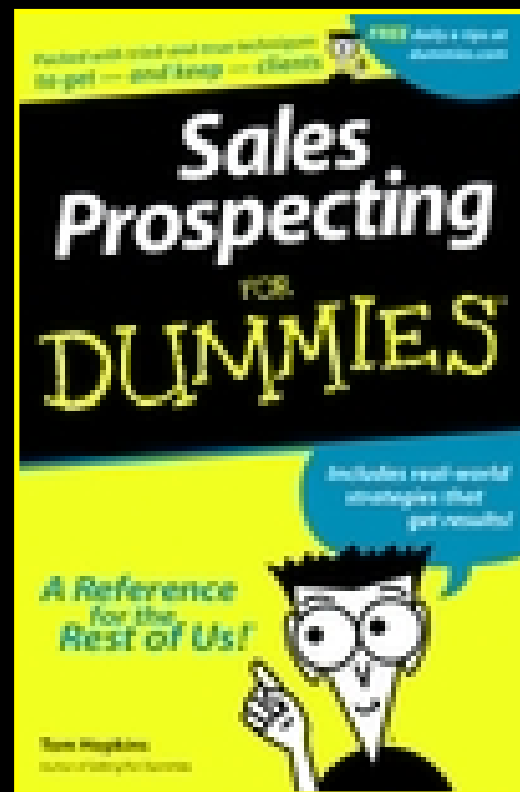
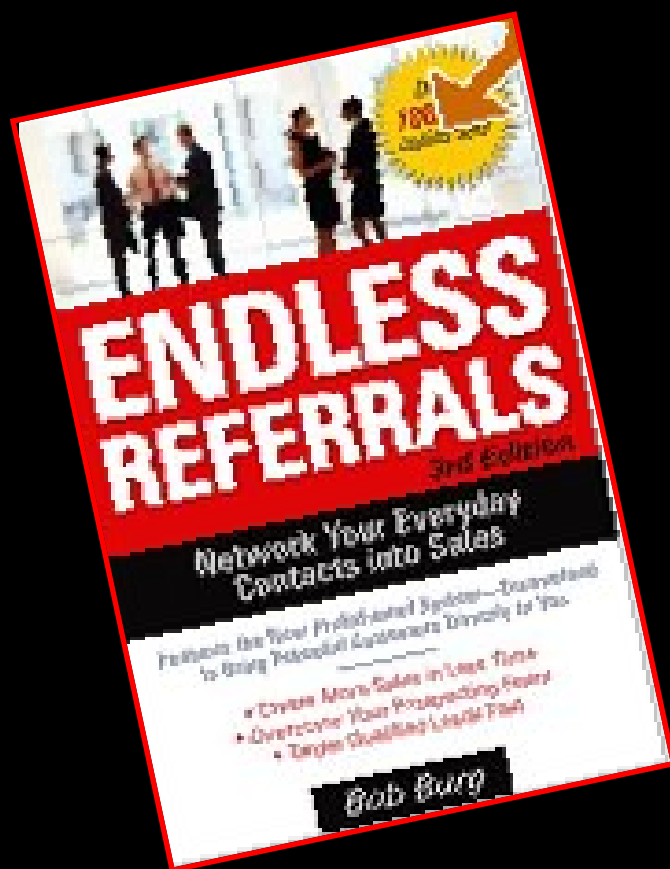
# Prospecting Power Tools







**One for Breakfast, One for Lunch**



## 3 Best Prospecting Books

# Who Will Testify on Your Behalf ?



## Testimonials

**The single most Powerful Prospecting Tool  
and also the most wasted & underutilized**

# A Few thoughts on Testimonials...

1. Best way to get a testimonial?.....Ask.
2. Ask your long serving customers who run every week.
3. Teach your sales folks how to help their customers write a testimonial.
4. Use a standard format.
5. The headline must be a call to action.
6. Managers: Pay your sales folks \$25 for a great testimonial. Worth every nickel.
7. Build a library by business type and/or by community.

## Thanks a Latte !

Dear PennySaver,

We recently advertised in your publication in hopes of filling several open positions in our franchise stores throughout the Inland Empire & San Gabriel Valley. We were blown away with the response. We received almost 50 resumes per day in just the first week and have interviewed many strong candidates.

Just a quick note to let you know how pleased and appreciative we are. Please feel free to use us as a reference. We would recommend PennySaver to any business looking to hire good people. PennySaver works!

Sincerely,

Mr. U. R. Good

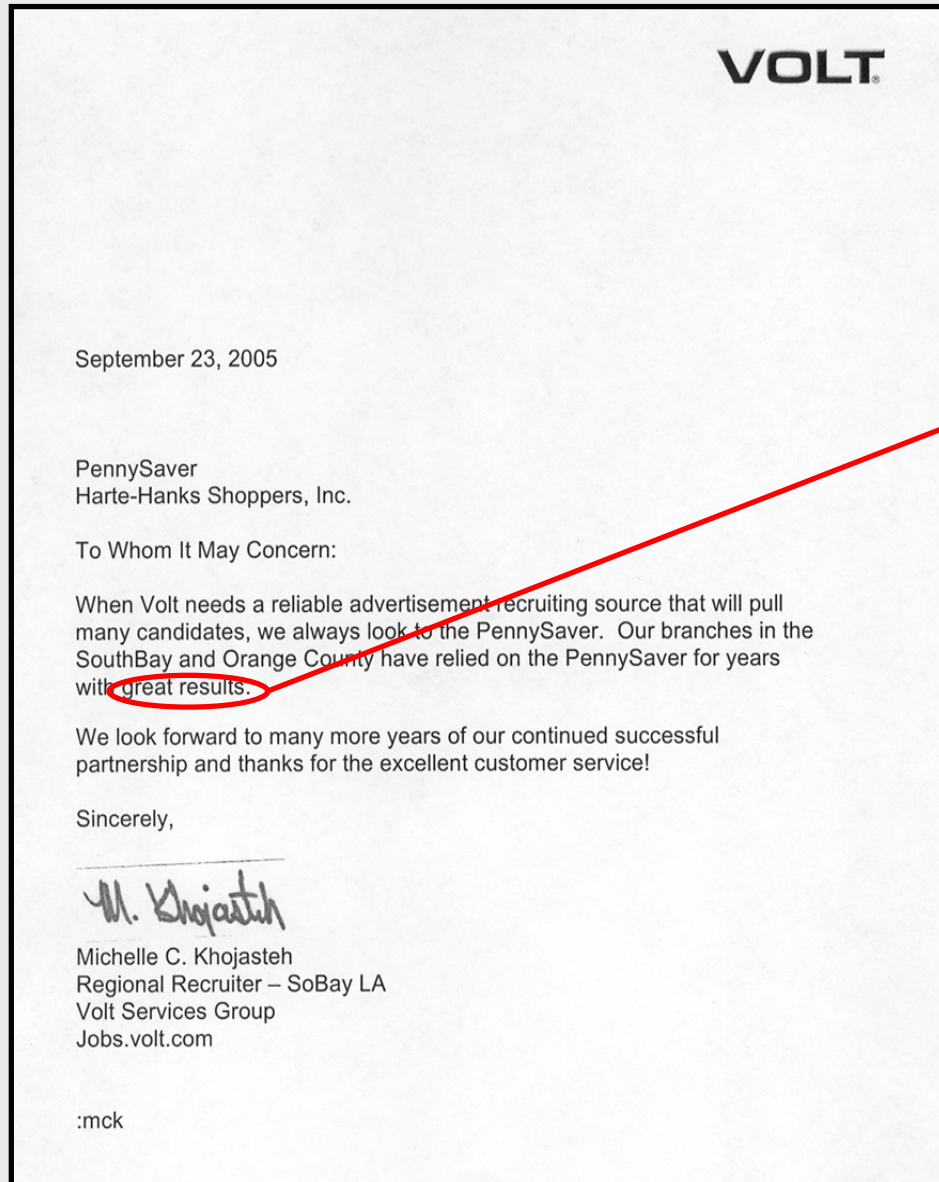
Chief Coffee Guy



STARBUCKS.CO



# PennySaver Works Great for Staffing Agencies, but don't take our word for it...



## Business Challenge

Volt was searching for a way to fill multiple positions in several staffing offices. Their customers depend on them to fill open positions quickly. All other advertising was lacking at best.

## Solution

They ran an ROP program in PennySaver covering a wide circulation over several months. They experimented with mostly in-column and display ads with color and changed the message weekly to keep the ads fresh.

## Results

Bottom line: The PennySaver advertising campaign is very successful in attracting qualified candidates to fill our clients open positions in a short period of time. “When Volt needs a reliable advertisement recruiting source that will pull many candidates, we always look to the PennySaver” said Michelle Khojasteh, Regional Recruiter, Volt Services Group.



# 1 If it is to Be, It's up to Me

**Persistence, Commitment, Consistency !**

- Prospect Everyday
- 120 minutes minimum
- Please Don't Quit !!!

Just a thought  
Just a thought



## 2 When do I Stop Calling a Big Prospect?



**Never give up as long as  
they're using your  
Competitor !**

**Sooner or later every  
Prospect tries a new Vendor**

Just a thought  
Just a thought

# 3 Do You Suffer from Call Reluctance?

## “Hot Door Knobs”

- Fear intruding on others
- Fear of embarrassment & rejection
- Avoid initiating contact with strangers
- Low product conviction
- Low self confidence
- Risk avert
- Telephobic

Just a thought  
Just a thought





# Get Over It !



- **Fact: 90% of us are uncomfortable introducing ourselves to strangers. Join the club...you're human.**
- **Talking with people generates income, avoiding them does not.**
- **Get a coach.**
- **Practice makes perfect.**
- **Afraid to try?**
- **Get out of Sales!**

# 4 Enthusiasm is Absolutely, Positively Contagious

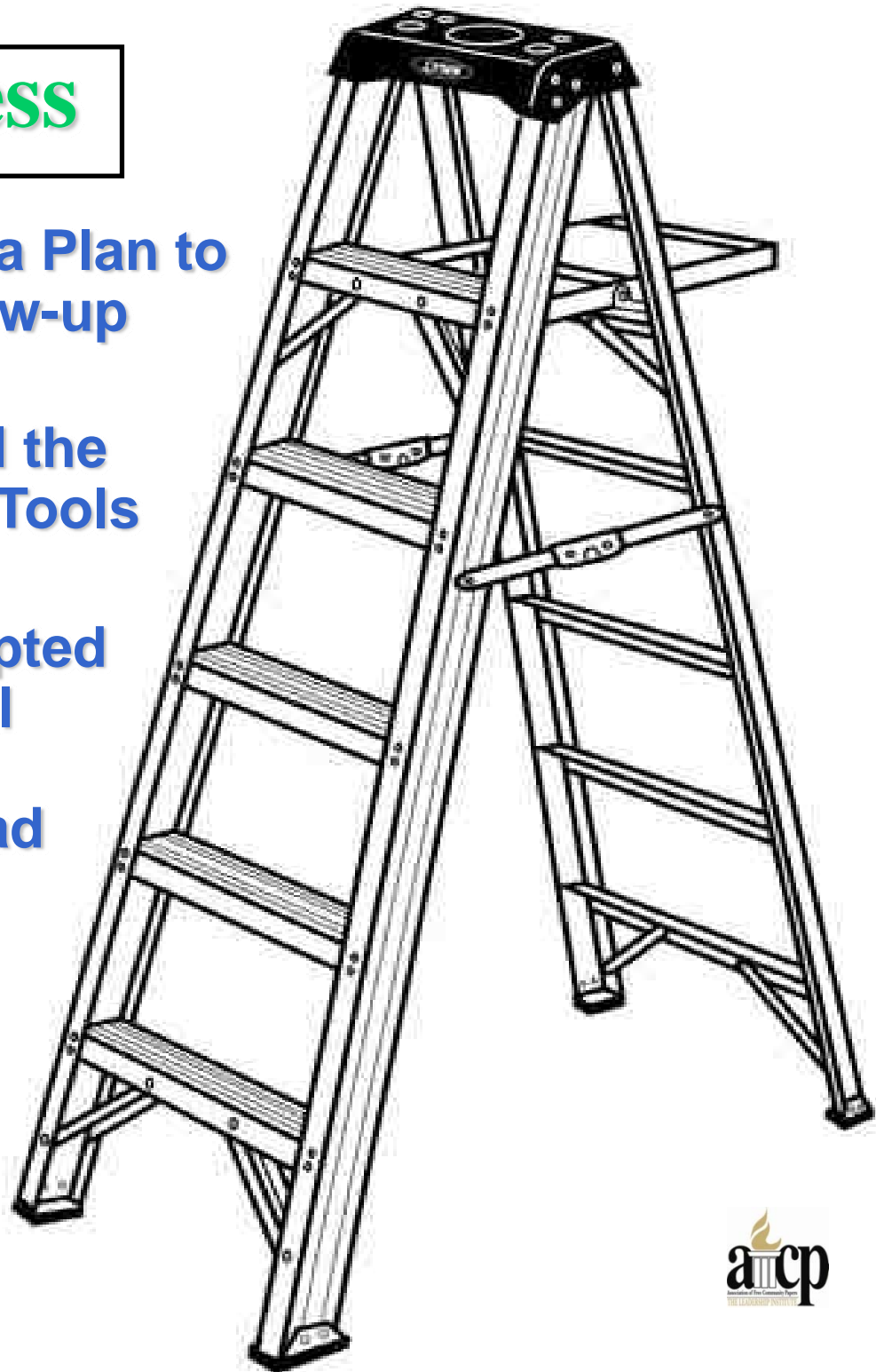
- **Product Conviction Sells!**
- **People get Excited & Passionate about what they Believe In**
- **Love what you Do, it Shines through!**

Just a thought  
Just a thought



# The Prospecting Process

1. Allocate Time to Prospect Everyday
2. Use Quality Lead Source Data
3. Test a Scripted Phone Call
4. Utilize all the Prospecting Tools
5. Need a Plan to Follow-up

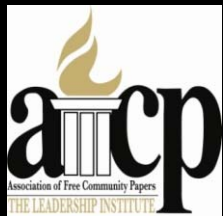




# Prospecting is Building Relationships Through a Series of Activities







Written by  
Tim Rychel  
TLI Faculty  
member



# Prospecting: The Key To Selling Success

TLI 102

## Happy Hunting !



The Leadership Institute  
*Lighting the Way*