



# Prospecting Strategy for High Achievers in Media Sales

Ask Salespeople :

Do You Enjoy  
Prospecting?

Answer is....?

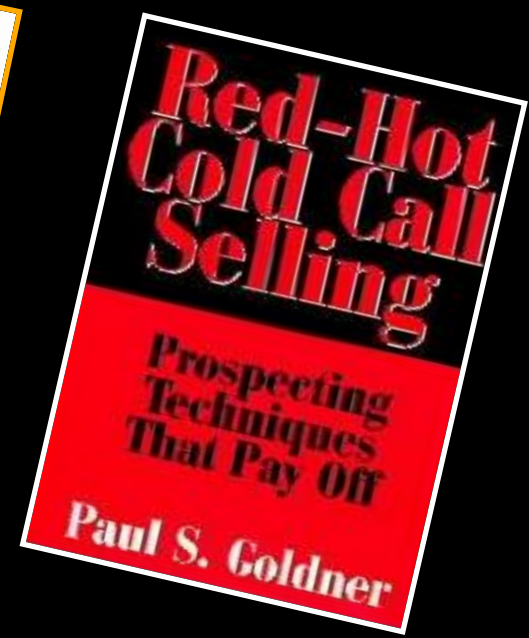
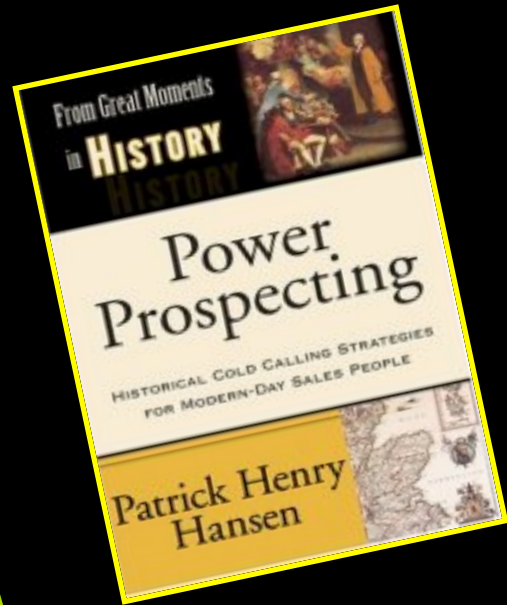
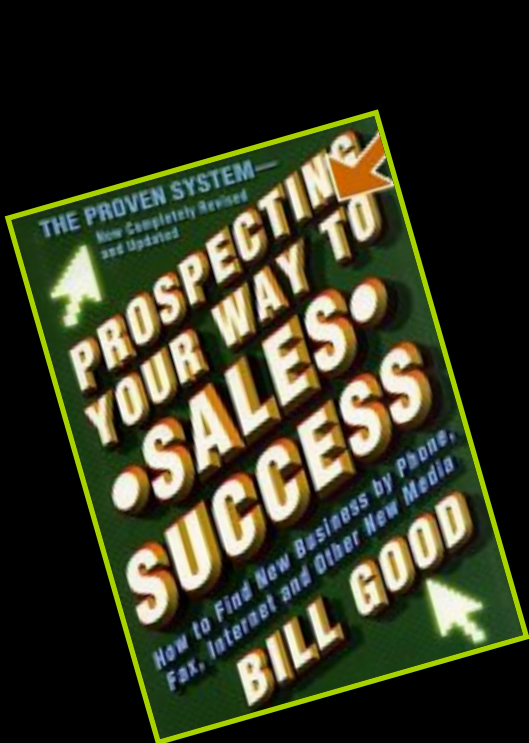


# Old School Thinking

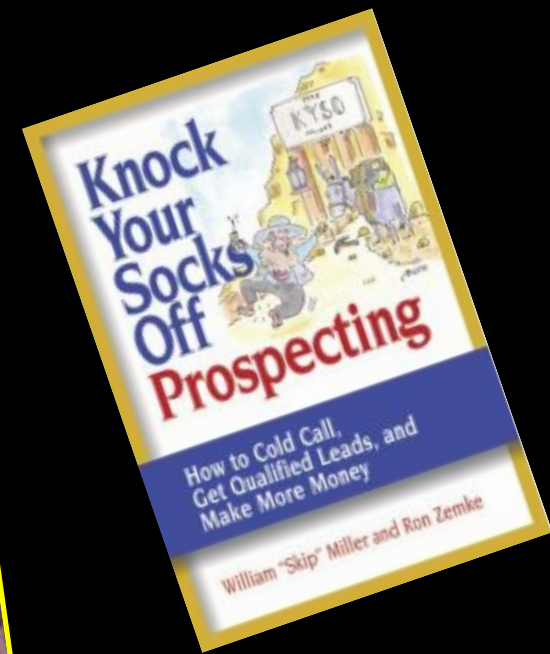
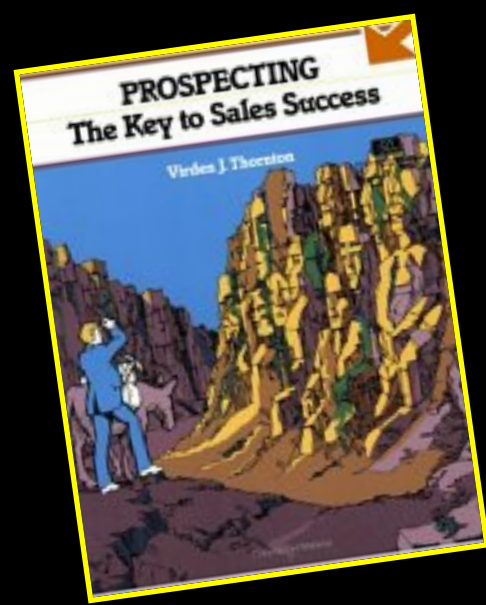
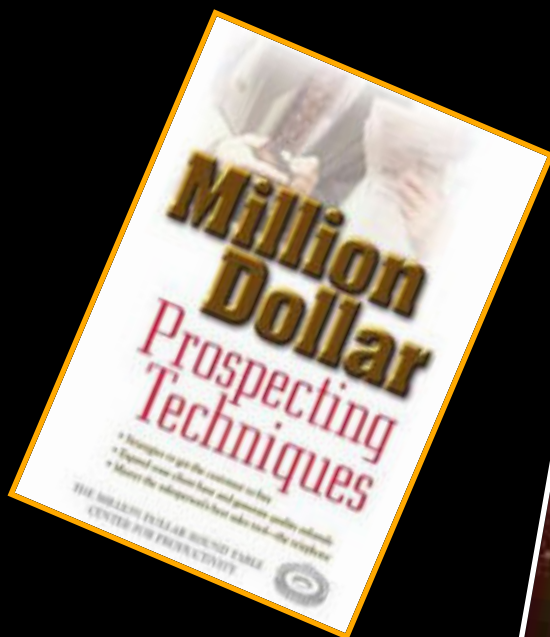


- Prospecting is a **pure numbers game**.
- It's all about **cold calling strangers** in hopes of closing a sale on the first call.
- Learn to appreciate **rejection**, it only hurts for a while.
- Get out there, **pound the streets** and turnover some rocks.
- Get on the phone & **dial for dollars**. 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

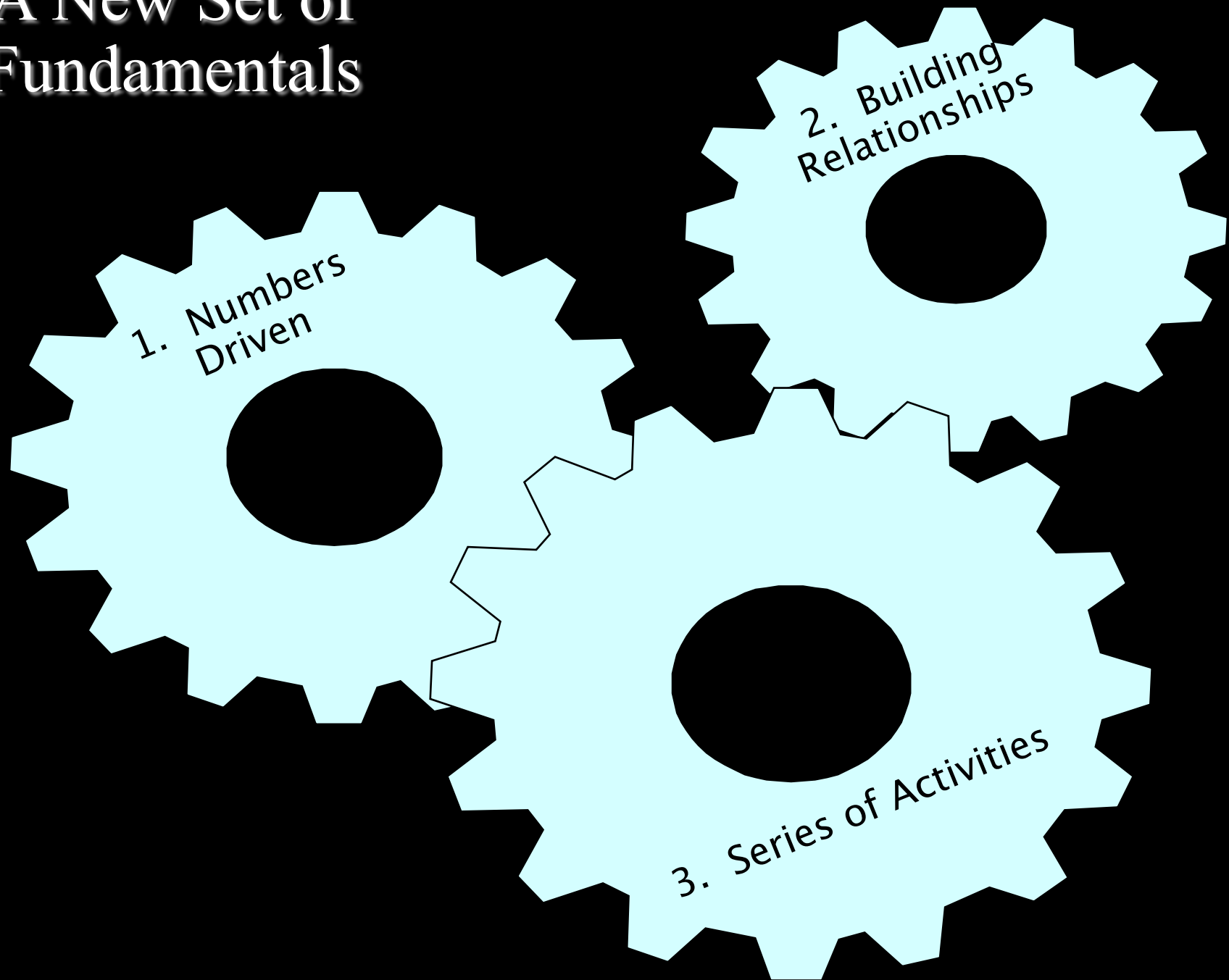




## How To Prospect Your Way To Fame & Fortune



# 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
- Premise Visits
- USPS
- E-Mail
- Voice Mail
- Social Events
- Social Media
- Personal Networking
- Chambers & Service Groups
- Church
- Referrals
- Tip clubs
- ??????





# 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

- Commodity Products & Services with high “Human Need” factor
- High propensity to buy (print) advertising & generate results
- High probability of decision-maker access
- Shorter sales cycle, quicker buying decisions.
- Fish Where The Fish Are





# Who are the Best Prospects to Call On ?

Top 25 Business to Consumer Segments are Likely

## Buyers



Medical

Automobile

Entertainment

Apparel/Clothing

Furniture

Mortgage

Consumer Electronics

Grocery

Optical

Computer Equipment

Health & Beauty

Pets

Dental

Home Improvement

Real Estate

Employment

Home Services

Restaurants

Fast Food

Insurance

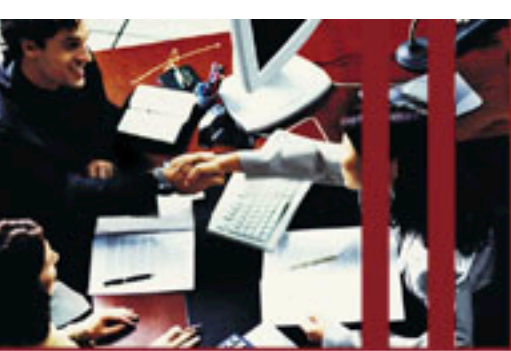
Services

Financial Services

Legal Services

Travel





# Prospect Lead Sources

- Newspaper
- Yellow Pages
- Coupon Mailers & Books
- Shoppers
- Rack Publications
- Direct Mail
- Local Magazines



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

**Pre-Qualified  
Prospects or Warm  
Leads**





superpages.com we know around here

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[Advertise With Us](#)  
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[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

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Help

### Learn More



Our Solutions



Our Philosophy



Our Mobile Apps



Contact Us



No Risk Free Trial

### For Subscribers



Training Options



Partner Solutions



Payment Center



Login Help

### AdMall News

**GET THE  
ADMALL MOBILE APP**

Free for your iPhone, iPad or  
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iTunes

### Consultative Local Ad Sales...Simplified

The better you know your advertisers, the easier it is to sell them. That's why, media companies of all sizes use AdMall's business intelligence and consultative sales tools to successfully:

- protect the business you have
- prospect and develop incremental sales
- gain the "competitive edge" needed to win new business
- separate yourself from all the other media in town and online

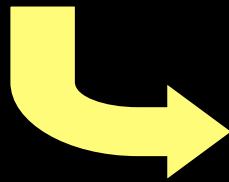
Established media companies in the U.S. may also qualify for a free trial of AdMall's sales force automation solutions with no risk and no obligation. [Click here to request a free trial!](#)



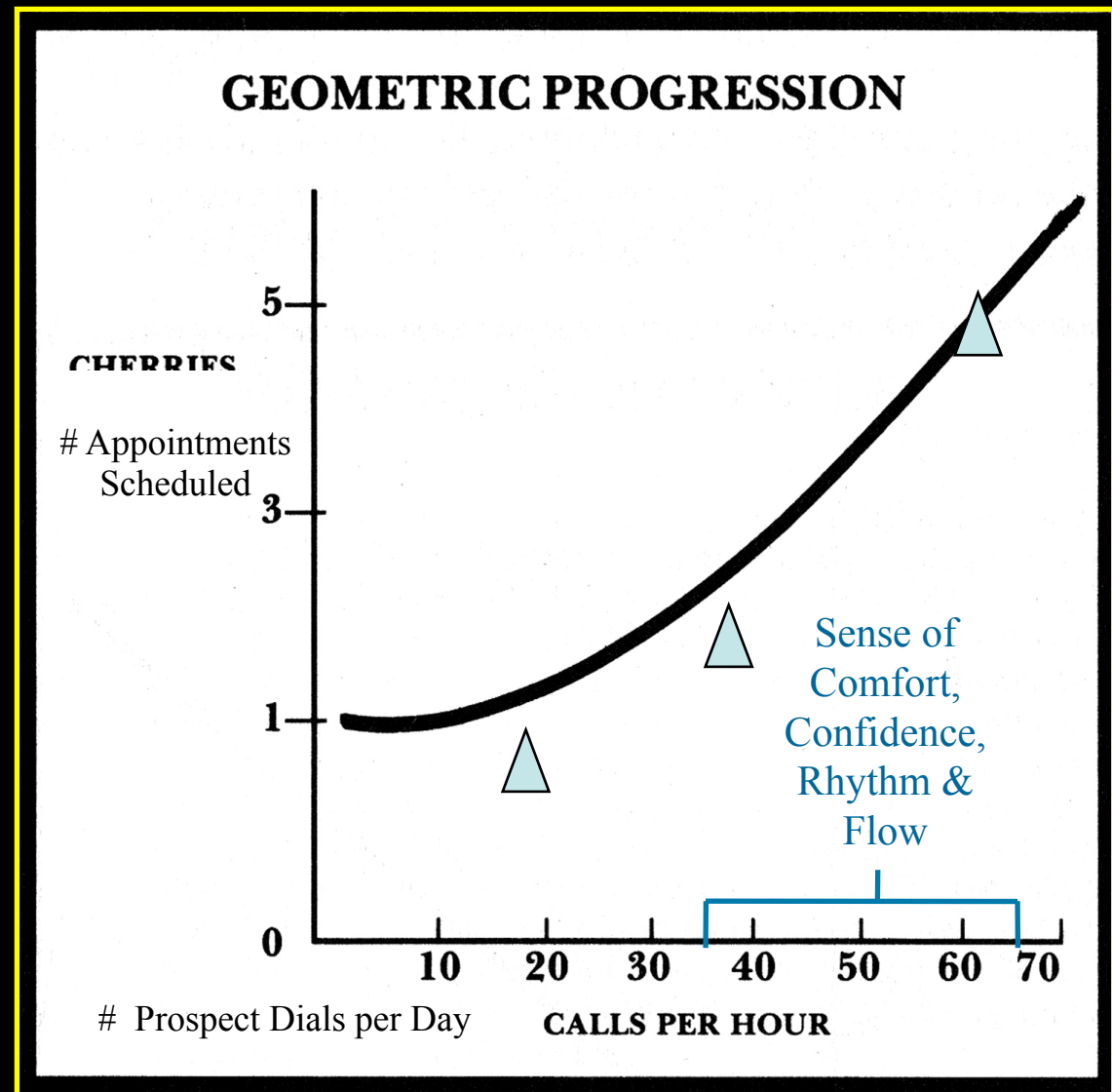


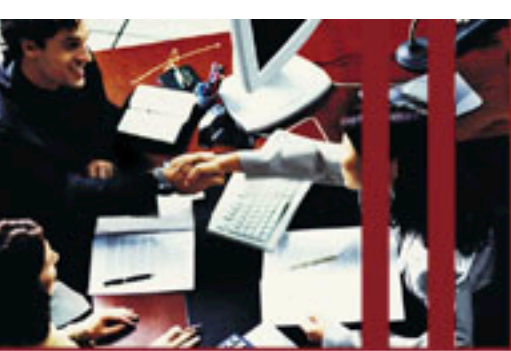
# Is Prospecting a Numbers Game?

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)

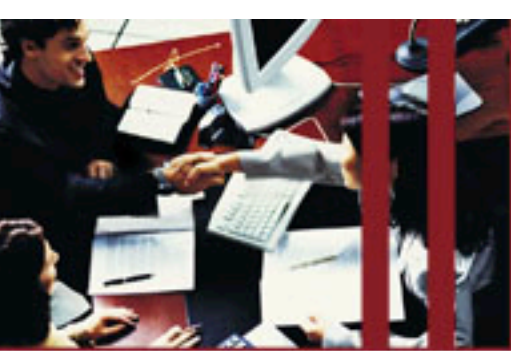
**80** Phone calls / week (20 / day Mon-Thur)

**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?**



# Best Time To Prospect

- Wednesdays and Thursdays are the best days to contact new leads. In addition to being almost 50% more effective when trying to make first contact than making calls on Monday *Sales HQ*
- 4:00pm – 6:00pm is the best time to make contact with a decision maker. Late in the afternoon and shortly after regular business hours have ended are the best time to make contact with a new lead *Sales HQ*
- 9:30am – 2:00pm is the best time to make regular sales calls *AdMall*
- Late Sunday afternoon/early evening is one the best times to send prospecting emails *Constant Contact*
- Late Sunday afternoon



# What's the Mission ?

Don't fool yourself...

- The top salespeople prospect all the time.
- The mission is to initiate relationships

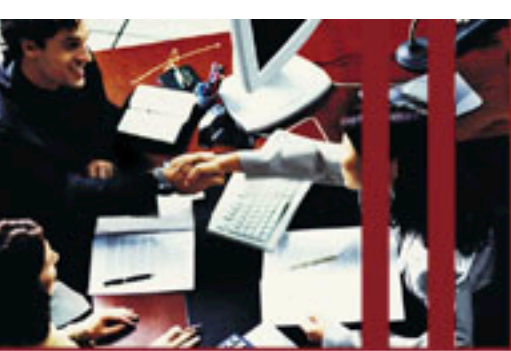




# Script it ?

## Be yourself...

- Have your 30 second “elevator speech down cold
- Benefits, benefits, benefits



They must win 1<sup>st</sup>!

## Think like a customer

- What's in it for me
- Who is this person?



# What do we Leave Behind ?

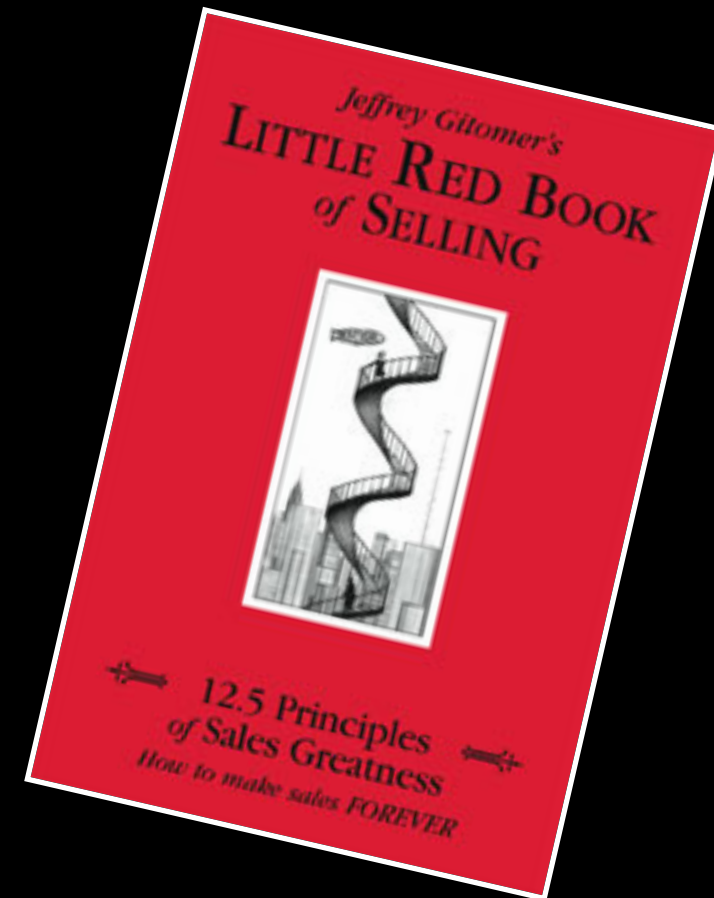
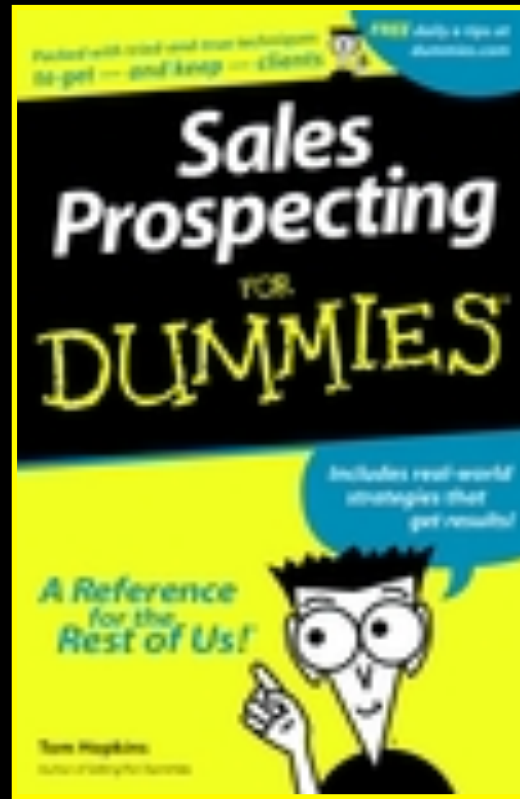
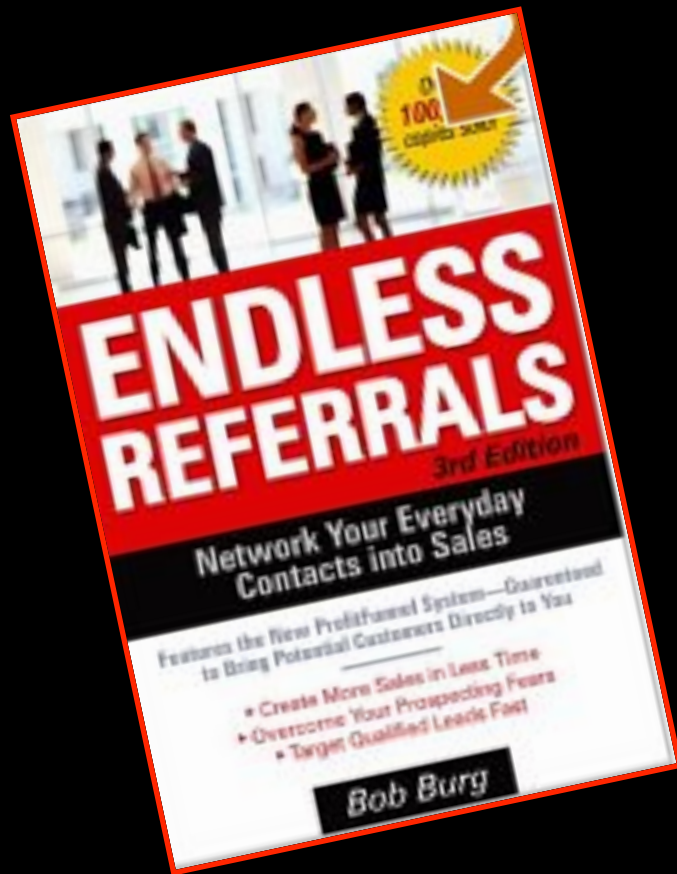
Business Card ?

Product Samples ?

Maps ?

Rate Card ?

Media Kit ?

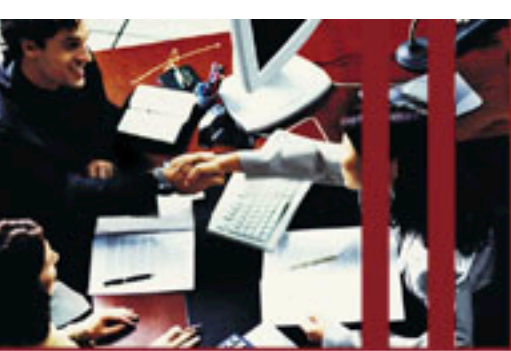


## 3 Best Prospecting Books



# Prospecting is Building Relationships Through a Series of Activities





What do you think?

Questions?

*Thank you!*