



# MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES  
MANAGEMENT CONSULTING GROUP

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## PROSPECTING

When was the last time you woke up worried about where your next customer was going to come from? No matter whether you are running a \$40M per year business in the services field or manufacturing medical equipment for a global industry, you still depend on new opportunities that your business can sell to.



The definition of sales prospecting is when inside sales reps make outbound calls or send outbound emails to leads in hopes of creating opportunities for account reps. Prospecting can involve cold-calling as well as reaching out to nurture leads that have gone cold. Many inside sales organizations have achieved successful results by hiring dedicated sales prospectors. Prospectors, also known as sales development reps (SDRs) can

help achieve predictable ROI by creating a steady stream of opportunities for account executives. This can be highly effective because it frees account executives from having to prospect for their own leads. Instead, they can spend their time selling to sales-ready prospects that have been qualified by sales development reps. However, this may not be you. It may not be a viable way for you to find new sales opportunities. So, let's look at some other ways to find new sales targets.

Many companies get further and further away from the basic concept that nothing happens until someone sells something. But just to get to the final sale requires a lot of moving parts all working together, synchronized to produce a predictable result. What are these moving parts?

1. Identifying your prime prospects. This is the industry segment you serve best. Where do you find these prime prospects? Some use Standard Industry Classification lists obtained from data bases that are available in any public library. Others will use books of lists purchased from [Columbia Books in Bethesda, MD](#). Here you can find entire lists of industry associations in the U.S.A. or by state lists. Knowing who these associations are allows you to focus your

prospecting attention on groups of companies you know are part of your prime prospects data bases. By calling these association headquarters you can have them send you membership kits, including recent copies of industry related magazines, journals, newsletters, etc. Here you will find more “drill down” opportunities by those who are either advertising or providing editorial contributions.

2. Reaching out to your prime prospects. It’s hard to sell anything to anyone if they don’t know who you are. Just making a phone call to introduce yourself is an outdated way of prospecting. There are many other ways to have a visible presence in your industry sector. Let’s look at a few of the more productive ways:

a. Make sure your web site is up to date and relevant to your industry. It’s not enough to have a web site. Your site must be more than a catalog of your products or services. Visitors to your web site will not stay around long enough to get a good impression of you if that impression does not happen in the first three to five seconds. Whoever is supporting your marketing department is the person best qualified to update your web site on a regular basis. By this we mean every week.

b. Educate those who do find your website. Your web site needs to have a blog or a series of newsletters that provide information about your products and services, as well as how they provide solutions to common industry issues. This business journal you’re reading right now is the way our company (Performance Strategies) reaches out to the larger world of business. It allows us to connect in a way that helps illustrate our capability and thus, create potential prospects that we can connect with later. You can do the same with your company. If you need content or professional writing skills, this is not difficult to solve. A decent web firm has access to excellent writers in case you do not have a writer on your staff. Skilled writers can provide creative content to educate your prospects.

c. The next thing a good web site must do is create a call to action. This is an offer you make to provide something of value. It could be a “white paper” or an article or E-Book you are willing to share at no cost. That offer is called a “squeeze page” in the vernacular of the web site industry. (See the image below) What the squeeze page does is direct the visitor to another page that requires a name, email address and zip code at the very least.

THE BUSINESS JOURNALS

Dear Will,

With small and mid-size businesses (SMBs) accounting for 7.8 million businesses nationwide, it’s likely they’re an important part of your marketing plan.

As an aid for marketers looking to target or further segment the SMB market, the research team at The Business Journals summarized the data published annually by the U.S. government, which looks at the distribution of economic activity by business enterprise size and industry.

We’d like to provide you with [complimentary access](#) to our report showing how small and mid-size businesses vary by industry and profession.

Use it as a tool to further define your target audience for upcoming marketing campaigns.

FREE DOWNLOAD

Some companies will also ask about the visitor's position and decision making authority as well. (See image on the right) In any case, you will get valuable contact information in exchange for your informative content. If you think about it isn't this the main reason you exhibit at trade shows? And what does it cost you to go there, be there, go home and sort out the "leads?" If you can have your own web site do this for you would you consider it? If you need help with this, it is one of the many marketing services we offer at Performance Strategies. Our own website is an excellent example of how to reach into your target markets with precision and predictable results.

d. Another way to reach your industry prospects is to write articles and submit them for publication consideration by the business journals that reflect your industry sector. Such publications are always looking for good content that is reader relevant, educational, and even a little entertaining. This is easy to say and not so easy to actually do. The person who writes such articles must be both a good writer and be willing to go through the motions to get his or her article into print. You'll need a list of magazines or industry publications to reach out to. You can scour library online data bases for source information.

e. Social media should not be dismissed out of hand. While it can be tempting to ignore social media as just another fad, analytics prove otherwise. One of the more powerful ways to distribute your value proposition is with video. Yes, you've heard this before and it sounds worn out. But it should not be ignored. YouTube has now become the dominate search engine on the Web. Even the President of our country uses Twitter to sway public opinion and it works. We recommend your company use three to four social media sites to synchronize and distribute your messages. If you want a little guidance with this, we can help.

3. Networking is one of the best ways to meet and greet other industry participants if your industry has such events. This activity does take a little research to find data on trade shows or educational forums that are part of your industry. In the world of general business even chambers



of commerce provide monthly mixer events where you can mix and mingle with other business owners, if there's any benefit for you in that setting. Not all industry groups offer such opportunities. If not, then focus your prospecting efforts on the other methodologies available to you.

4. Perhaps the very best way to find new opportunities is through referrals. The way we find new clients to serve at Performance Strategies is to request them. We nurture our existing client base with actions such as this weekly business

**First Name \***

**Last Name \***

**Email \***

**Company Name \***

**Company Size \***

**Job Title \***

**Zip Code \***

Email Newsletter Opt-in  Yes  No

Get local business news twice daily, people on the move, and special offers for networking events and more from your preferred business journal (based on zip code).

**DOWNLOAD NOW**

journal designed to inform, educate and motivate. We then call on such contacts and ask them if they can refer us to any company that might benefit with coaching in the areas of our focus. Note that this is a two-way street. We also refer to our contacts. As a full-service consulting firm, we are able to support over a dozen areas of business performance from the CEO to the receptionist. We have specialists in personality assessments, scripting, sales training, leadership development and online strategy software applications. Even this method of finding new prospects to talk to takes time, energy, focus, determination and a plan if it is to be effective. We created a one page “Tips on Referring Performance Strategies” document. We hand it to all our clients and acquaintances so they can get familiar with the 5 second “elevator pitch” that has the potential to set up a referral to us. We will be happy to share that document with you on request.

In summary, there are no “easy” solutions. One of the areas we like to survey is in the field of CRM - Customer Relationship Management and Sales Force Automation. Both disciplines are supported by hundreds of well-developed software platforms. We ask ourselves how several hundred companies offering similar solutions find sufficient prospects to convert to sales in order to keep the doors open. The answer is not that complicated. A dozen or so at the top of the list understand everything this edition of The Monday Motivator is all about. The others struggle to keep enough business on the books to stay afloat. Every company, including yours, should have a “Tips to Referring My Company” along with an elevator pitch, so others can send prospects your way.

Until next week, if you know of any business that can use the benefits of highly effective coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it’s going.

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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.