

# KEYS TO SUCCESSFUL PROSPECTING

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1. *Be fundamentally sound.* Good prospecting builds a firm foundation. Solid rock is better than sand.
2. *It's all between your ears.* Most of us hate prospecting because we don't thrive on rejection. When you set yourself apart from the competition, you don't get as much rejection.
3. *What makes you so special?* Everyone can talk for hours about his or her company, products, and services. However, most fail to communicate anything unique—that aspect about their company—that no one else has.
4. *Prospecting is not selling!* All you are trying to do is to get someone to see you. Don't dump your whole load before you get there.
5. *Eating green fruit makes you sick.* List segmentation is crucial. You must be able to determine when a prospect is ripe.
6. *An appointment is absolutely necessary.* Don't wait for a convenient time to prospect. Set a firm schedule and stick to it.
7. *Be prepared. Scout's honor.* Be ready to speak with the person you are trying to reach. Anticipate obstacles and know how to overcome them.
8. *Make a friend when you can.* Whenever you get someone on the phone, anyone, talk to them, get to know them. They can help. Know what you want to say depending on the circumstances.
9. *Radio commercials are effective.* If you don't reach your party, leave a voice mail. Leave on every time. It is free advertising. Let them know who you are and why they should want to talk with you.
10. *No does not mean never.* If you get a no, don't despair. Ask when you may call again. You will be surprised what they tell you. Learn to listen to go signals.
11. *Practice, Practice, Practice.* Record yourself. Refine your messages. Never let good stand in the way of excellent.