



Habit #2

Perfecting Your Prospecting

taught by
Dr. Bruce Lund



Introduction

The #1 challenge new salespeople say they are most afraid of is prospecting. They have call reluctance. I believe that's because they put too much pressure on prospecting.

Sales is a Game of Probability

Did you know that 65% of salespeople don't have a CRM and 95% are working a consistent, disciplined selling system? Our system is proven to grow your pipeline.

We can increase your productivity!



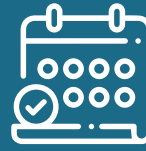
**Master a
selling system**



**New
Targets**



**New
Leads**



**The Appointment
Process**

Master a selling system

What is proactive

prospecting? It simply means to cause something to happen. We'll help you set your KPI's and teach you our selling system that consistently creates rookie-of-the-year producers.



New Targets

The goal

of any business is to have incoming demand. Until that happens, you must be able to target people you “suspect” you can help through your services.



New Leads

The goal

for any business is to have so much incoming demand for our services that we simply wake-up and REACT. New leads can come from referrals, repeat or retention, events, digital marketing, and much more.



The Appointment Process

Make the initial contact.

Set the appointment.

Prepare for the appointment.

Conduct the appointment. Just getting the first meeting has multiple steps in the process.



Interested in Coaching?

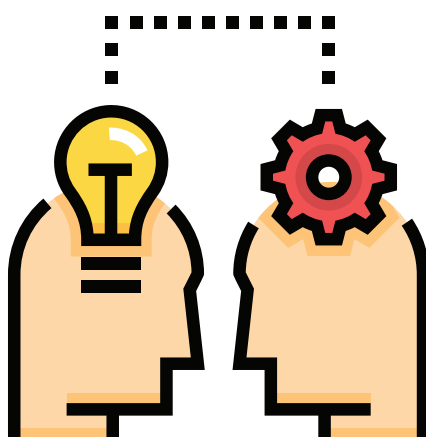
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