

THE TOP 10 PROSPECTING ATTITUDES

The basis of your successful business is consistent prospecting, and it is usually the thing most people will avoid like the plague. You don't have to be good, you just have to be "there", so here are some thoughts that will make it easier for you to show up.

1. A prospect is a friend you haven't met yet. Make lots of contacts via prospecting, and you will have lots of prospects and/or lots of friends!

2. Canned scripts are the way to go.
Sales is a psychological process and a script is a psychological track.
The script is to the presentation as scales are to music; if you don't have the fundamentals down, you won't have the confidence to play along with your prospect.

3. Be yourself.
Your personality is the key to effective communication, so use it to personalize your script. You are not the only one doing what you do, but you are the only one who can do it the way you do.

4. The only people who will not do business with you are the ones who don't know you. You are a wonderful, sincere, competent person as anyone who knows you would agree. (Right?)

5. Follow-up is superior customer service.
Turn prospects into clients by making them feel important; don't forget them and they won't forget you!

6. The numbers count.
Keep track of your prospecting activities to learn where you can improve your technique and/or modify your strategy. How else will you know what to stop doing and what to do more of?

7. Prospecting is an art as well as a science.
Mastery of this discipline gives you the means to produce sales opportunities for any product any time any where in the world.
Mastery requires practice, so practice everyday and everywhere.

8. Any time not spent prospecting is lost revenue.
When you know how much time you must prospect to generate a paycheck, then you can see how much money you leave on the table for every hour you don't prospect. Can you afford to lose that kind of money?

9. What is a four-letter word for rejection?
N-E-X-T!

10. Have fun!
If you're not having fun, you're not doing it right. You can be a top producer without taking yourself or your business so seriously. Ask yourself, would I choose to work with someone who doesn't enjoy what they are doing?