

	5
Greater than 100%	0
90 - 100	10
80 - 89	16
70 - 79	8
60 - 69	0
50 - 59	1
40 - 49	0
30 - 39	0
20 - 29	0
10 - 19	0
0 - 9	0
Less than 0	0

©2013 Cengage Learning. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

5

Strategic Prospecting and Preparing for Sales Dialogue

INGRAM / LAFORGE / ANILA / SCHNEPFER / WILLIAMS 3
SELL



©2013 Cengage Learning. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

Learning Objectives

5

LO1

Discuss why prospecting is an important and challenging task for salespeople.

LO2

Explain strategic prospecting and each stage in the strategic prospecting process.

LO3

Describe the major prospecting methods and give examples of each method.

©2013 Cengage Learning. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

Learning Objectives

5

- LO4** Explain the important components of a strategic prospecting plan.
- LO5** Discuss the types of information salespeople need to prepare for sales dialogue.

©2013 Cengage Learning. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

The Importance and Challenges of Prospecting

5

- Customer-bases are not permanent, salespeople may lose customers due to:
 - Low satisfaction
 - Competition
 - Economic fluctuation
 - Other forms of attrition
- The prospecting process is can be long
 - It may take weeks to replace a lost customer with a new one
 - Revenue streams can fluctuate if “pipeline” isn’t managed
- Prospecting isn’t easy and often includes a lot of rejection


©2013 Cengage Learning. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

Prospecting

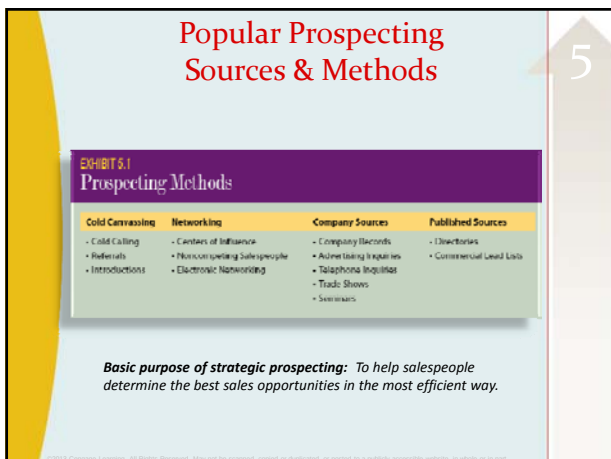
5

- A process designed to identify, qualify, and prioritize sales opportunities, whether they represent potential new customers or opportunities to generate additional business from existing customers.

©2013 Cengage Learning. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.







You have been hired as a consultant by a new company to develop a strategic prospecting strategy. The company brews and bottles a specialty tea beverage. The tea is expensive to brew and has a suggested retail price of \$3.00 per 16 oz. bottle. The company is in Fort Wayne. It can produce 5,000 bottles per day and does not sell the tea directly to consumers.



*rich in vitamins
anti-aging nutrients
natural anti-carcinogens*

The strategic prospecting strategy should include:

- How leads will be generated
- How leads will be qualified
- How sales prospects will be prioritized
- How information to prepare for sales dialogue will be obtained
- How the strategic prospecting strategy will be tracked and evaluate

Cold Canvassing

5



Cold Calling via Phone

Cold Calling in-person

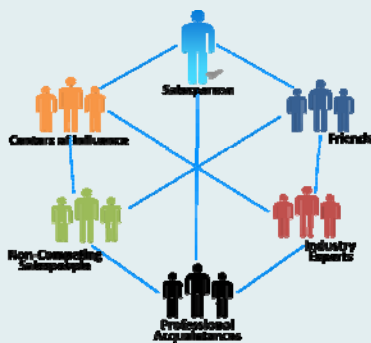
Referrals

Introductions

©2013 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part.

Networking

5



©2013 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part.

Developing a Strategic Prospecting Plan

5

EXHIBIT 6.3
Personal Prospecting Log

PERSONAL PROSPECTING LOG

Name: Tyler Jordan Date: 6/15

Town: Indianapolis, Indiana

1st Contact	Organization	Contact Person	Source of Lead	Phone	Date of Appointment	Outcome of Call	Follow Up Activity
9/12/09	Cummins Engine	Tyler Jordan	Personal contact	765-558-1756	8/11 9:30 a.m.	Met with on printer	Get in mail
9/11/08	Costco	Fred Banks	Referral from Duke John Deere	219 886 4111	Will call with dates/times	Liked our numbers, couldn't meet	Send info on catalog customers
9/12/09	Ball & corner	MaryLou Hinkle	Called in on 800#	765-262-1212	8/12 Lunch	Great Lunch, need proposal	Will work up proposal, set date and present

©2013 Cengage Learning. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

Gathering Precall Information:

5

About the Buyer

- Name, title and contact information
- Education & work background
- Community & organization involvement
- Hobbies & interests
- Communication style



©2013 Cengage Learning. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

Gathering Precall Information:

5

About the Company

- Type of business
- History of business
- Current strategy & performance
- Number of employees
- Target markets served
- Products & services offered
- Key competitors



©2013 Cengage Learning. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

Gathering Precall Information:

5

About the Selling Situation

- Type of purchase
- Motivation for buying
- Buying center members & roles
- Buying process
- Current supplier
- Available budget
- Competitors involved



©2013 Cengage Learning. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

Sources of Information

5



©2013 Cengage Learning. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.
