Introduction to Prospecting

The goal behind making telephone calls to your prospects is not for you to be doing the “selling”. Your Prosperity Central marketing site is designed specifically to do the selling, presenting and explaining - so let the marketing site be your tool for that part of the process. The marketing site never sleeps, it is never in a bad mood, and delivers a persuasive and consistent sales message every time.

Your job when calling your leads and prospects is to be interviewing and sorting for serious prospects and finding out their needs. The Prosperity Central system already helps you see who is really interested (Hottest Prospects feature), but it is best to call all of your prospects within 24 hrs. This practice lets them know there is a real person behind this opportunity and allows you to gage their interest level. The reality is that you are selling yourself through your tone of voice, enthusiasm, attitude, and body language.

Remember, you don’t need to be a top sales person to be successful. Not at all! Let your website give your prospect the relevant information about the opportunity, product, industry or compensation plan.

One of the keys is to speak to as many good quality prospects, on a daily, weekly and monthly basis, as possible. It can take up to 90 days to fill up your marketing funnel and start seeing big results. Be patient and don’t give up too soon! Those that last – will finish with incredible results!

When it comes to prospecting, always keep in mind the law of averages – some will, some won’t and there is always someone next!

Once you build momentum, it will get easier and easier and you will see your profits multiplying. Make sure you have a marketing or business plan and stick to it! Set your goals and stay with them.

Anything you do often in life - you eventually become good at. Prospecting is no different. When most people start calling prospects, it doesn’t feel very natural. You
may be nervous because it is not something you are accustomed to. But, the more you call, the more it will become second nature. Anything you are new to will be a little awkward and different at first - that is to be expected. However, the more you make calls, the more comfortable and effective you will become on the phone.

Success Tip: *Do the uncomfortable – until it becomes comfortable!*

When you talk to your prospects remember that it is NOT about you. It is about them! Learn to ask questions to find out their needs, strengths, interests, and goals. Use the contact management system of Prosperity Central to take notes on all your prospects. Let them know that you are genuinely interested in their needs and that you really do care about them. This is huge!

But, also remember to not spend too much time with the wrong people. Essentially, you are a sorter. You are sorting through the wrong people to find the right people!

The Prosperity Central system automatically sends your prospects automatic follow-up emails written in your name. They are terrific emails that persuade your prospect to visit or return to your marketing site. However, nothing can replace personal follow-up via the phone. It is not uncommon in this industry to see prospects get started after many months (and in some cases years) of follow-up. The key is that the timing has to be right for them.

You don’t want to make the mistake of approaching your home business with a short-term approach. Think long-term! You are a business owner. And, building a business (any business) takes time and consistent effort over time. It may take some time to find your flow and get the results you so eagerly desire. Keep re-investing back into your business and yourself on a monthly basis. Invest in your advertising, lead generation, education, training, personal development and motivation – and you will see results!