

**CONNECT** 365  
The Marketing Lab



Take  
the  
lead.



## THE MARKETING LAB

# How I Learned to Stop Dreading Prospecting and Love the Process...

Learn how to properly value EVERY prospect you find and the best places to locate them efficiently.



## InsideSales Study

- Found the average sales rep spends only 36% of their time actually selling.
- That's 2/3 of their time on other activities.
- We're talking about 3 hours per day spent on prospecting.



INSIDE  
SALES  
.COM

*Quit wasting time.*

*Find BETTER prospects.*

*Make it fun.*

Question:

# Prospecting



# Prospecting






# Prospect Value

What is a top prospect worth to your  
business?

Prospect -> Lead -> Client

What is a top prospect worth to your  
business?



	A	B	C	D	E	F
1		<b>ROI Calculator Instructions:</b>		<b>5-Day Challenge:</b>		
2				<b>Build a Red-Hot List of Perfect Prospects</b>		
3		<b>Step 1: Click -&gt; File -&gt; Make a Copy to get your own editable version of this document</b>				
4						
7						
8		<b>Step 2: Fill in these 4 Numbers as best you can. (if you aren't sure of your conversion from Prospect to Call or Lead...use 7% as a starting point.)</b>		Closing Percentage	5%	
9			---->	Conversion to Call	10%	
10				Lifetime Value of a Client	\$15,000	
11				Goal for How Many New Clients You Need This Year	5	
12				Expected Revenue from Leads in Next 12 months	\$75,000.00	
13		<b>Note: This cell will auto-calculate based on your numbers above.</b>	---->			
14		<b>Note: This will be the value to your business for every prospect you generate.</b>	---->	<b>Prospect Value ----&gt;</b>	<b>\$150.00</b>	
15						
16		<b>Step 3: Share your "Prospect Value" in the Facebook Group to be entered to win our daily prize drawing here -</b>				

[Connect365.io/calc](https://connect365.io/calc)

A large crowd of people at a festival or event, overlaid with a green filter and a blue circle containing the text 'Prospect Profile'. The crowd is diverse in age and appearance, with many people wearing hats and sunglasses. The blue circle is positioned on the right side of the image, and the text is centered within it.

# Prospect Profile

## Your Prospect Profile:

...is all about understanding exactly who your ideal prospect is. It's a cheat sheet that identifies exactly who your ideal client is.

*I can work with anyone.*

*I can work with anyone who needs what I provide.*

*But...who should you WANT to talk to?*

What types of people (companies) have you worked with in the past?

Who have you had especially good success with?

Who made the buying decision?

What types of skills might they have on their profile?

What publications, blogs, influencers, etc. are they following?

*What do we do with this information?*

The image features a green background with a faint LinkedIn logo and the word "LinkedIn" in a light green font. A large, dark blue circle is positioned on the right side of the image. The background also contains several stylized human figures and various sized circles in shades of green and blue.

LinkedIn

## LinkedIn Search Capabilities



# Agency

TheFranchiseConsultingAgency.com  
There's A Franchise For That.com



There's A  
Franchise  
For That.

Message

View in Sales Naviga

M. Paul · 1st

I Can Help You Fire Your Boss And Start Your Own Successful Business Through Franchising. Are You Interested?

Baltimore, Maryland Area · 500+ connections · [Contact info](#)



M. Paul Speert, CFC, CPC



### Contact Info

M. Paul's Profile

[in.linkedin.com/in/paulspeert](#)

Websites

[SASpromotions.com](#) (SAS Promotions & Branding)

[StretchableCovers.com](#) (Custom Stretchable Covers)

[TheFranchiseConsultingAgency.com](#) (Company Website)

Phone

410-844-2774 (Work)

Email

[paul@thefranchiseconsultingagency.com](mailto:paul@thefranchiseconsultingagency.com)

Twitter

[saspromo](#)

Connected

October 19, 2019



# 3rd-Party Lead Software

### Years in current position

- Less than 1 year
- 1 to 2 years
- 3 to 5 years
- 6 to 10 years
- More than 10 years

### Company headcount

- Self-employed (22)
- 1-10 (168)
- 11-50 (289)
- 51-200 (451)
- 201-500 (440)
- 501-1000 (364)
- 1001-5000 (1,004)
- 5001-10,000 (477)

### Industry

**Financial Services** ✕

Add industries

- Banking (7.5K+)
- Insurance (6K+)
- Information Technology and Services (9...
- Computer Software (38K+)
- Internet (93K+)
- Accounting (3.5K+)
- Marketing and Advertising (300K+)
- Investment Banking (587)

### Years in current position

- 1 to 2 years** ✕
- 3 to 5 years** ✕
- 6 to 10 years** ✕
- More than 10 years** ✕

Less than 1 year (20)

### Company headcount

- 1-10** ✕
- 11-50** ✕
- 201-500** ✕

- Self-employed (6)
- 51-200 (118)
- 501-1000 (94)
- 1001-5000 (250)
- 5001-10,000 (154)
- 10,000+ (864)

# Prospecting Rules of Engagement

1. Know your prospect's value.
2. Set a weekly goal or challenge.
3. Move quickly.
  - a. Filter as best you can to Prospect Profile.
  - b. Vet further throughout sales process.
4. Make time.
5. Celebrate progress.

# *The Progress Principle*

**Prospect -> Lead -> Client**

“Capturing small wins on *MEANINGFUL PROJECTS* every day enhances motivation and results.”

- Harvard Business Review

*“Don’t watch the clock; do what it  
does. Keep going.”*

*~ Sam Levenson*

On the next:



# Outbound Sales Mastery

Call Held 8/19 at 1 pm (central) with Rob Lime