Fanatical Prospecting

Chapter 1: The Case for Prospecting

-80/20 relentless, unstoppable prospectors obsessive about keeping pipeline full.

-No whining or complaining

-no procrastinating

-always have cards

-get your ass up and make things happen

-prospecting sucks- get over it or get a job

Chapter 2: Seven Mindsets of Fanatical Prospectors

A-optimistic

B-competitive

C-confident

D-relentless

E-thirsty for knowledge

F-systematic & efficient- time block, protect golden hours

G-adaptive & flexible

Chapter 3: To Cold Call or Not to Cold Call?

-Interrupting is just part of job

Chapter 4: Adopt a Balanced Prospecting Methodology

-Mix up prospecting with phone, in person, text, video, etc

Chapter 5: The More You Prospect, the Luckier You Get

-the more you prospect, the luckier you get

-empty pipeline leads to desperation

-when desperate makes bad decisions

-30 day rule- what you do today pays off for the next 90 days

-If someone falls out of pipe you must replace

-Prospect when in a slump

-Your future doesn't lie in your past

Chapter 6: Know Your Numbers: Managing Ratios

-Know your numbers and then make small adjustments

-otherwise you lie to yourself

Chapter 7: The Three Ps That Are Holding You Back

-enemy of prospecting is procrastination

-perfectionism -done is better than perfect

-paralysis

Chapter 8: Time: The Great Equalizer of Sales

-protect the golden hour or your aren't doing your job

-learn to say no, delegate

-better time management

-You can't multitask and be efficient

-email & cell phones are biggest derailers of prospecting

-never check emails 1st thing

-Platinum Hours- build list research, plan, social selling, email, calendar & CRM management

Chapter 9: The Four Objectives of Prospecting

-set appointment

-gather information

-close sale

-build familiarity

-p81, # of times to build familiarity

Chapter 10: Leveraging the Prospecting Pyramid

-leverage the best leads: best leads, most info, least info & qualified

Chapter 11: Own Your Database: Why the CRM is Your Most Important Sales Tool

-CRM most important tool in income

-You are the only person who cam motivate you to fully use your CRM

Chapter 12: The Law of Familiarity

-lack of familiarity is why you get so many objections for your prospect time, it makes it feel less risky

-most powerful way to familiarity is and referral and we feel we give great service, but we don't ask for the referral- have discipline to ASK

-network p.101

-get familiarity through company brand

-make investment in personal brand

Chapter 13: Social Selling

-p.114 5 objectives to social selling

-make sure profiles are complete with headshots

-cross link profiles & update regularly

-engage

-connect

-content create

-curation

-conversion

-consistency

Chapter 14: Message Matters

-be enthusiastic and confident even when you don't feel like it

-be quick, simple, direct, and relevant

-what's in it for them?

-winning value propositions

1. focuses on a metric that impacts their performance
2. improves their situation
3. provides evidence of how helped others

-be different

-get in their head

-confidently ask and assume you will get what you want

Chapter 15: Telephone Prospecting Excellence

-the phone is your most powerful tool-if you avoid it, you will fail

-time blocking "power hours"

-is scared

1. Say their name
2. Identify yourself

3. give them their reason for your call p. 169

4. ask for info

5. shut up

-p. 173 voicemail messages

Chapter 16: Turning Around RBOs: Reflex Responses, Brush-Offs, and Objections

-Brushoffs- anchor, disrupt, ask

Chapter 17: The Secret Lives of Gatekeepers

-7 keys and hacks

Chapter 18: In-Person Prospecting

-in person prospecting & sales googles

Chapter 19: E-Mail Prospecting

-email generates 10-20 times more engagement than social prospecting

-don't send bulk, avoid attaching images, hyperlinks, attachments

-familiarity gets email opened

-subject line mistakes: too long, questions are bad, boring/impersonal

-it it's not compelling it's a waste

Chapter 20: Text Messaging

-text messages convert better after contact through another channel

-text sent alone converts 4.8%

-after a phone call conversion goes to 112%

-p. 243 7 Rules 4 Effective Texts

Chapter 21: Developing Mental Toughness

-grit- faith is crucial

-persistence

-mental resilience

-out learn out earn

-physical resilience

-expect to win

Chapter 22: Eleven Words That Changed My Life

-when it's time to go home make 1 more call

-how bad do you want it?