



**MILLION-DOLLAR
PROSPECTING
ROADMAP**

SIMPLIFYING PROSPECTING & MAXIMIZING SALES

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Author Introduction

“**Did You Inspire Someone Today?**”

Sharat Sharma

I am Sharat Sharma, An Author, Professional Speaker & High-Performance Coach.

I work with large corporations, small and medium businesses, and assist them in building breakthrough sales results & enhanced leadership performance.

*My purpose is to inspire every individual I meet to achieve mastery by **Magnifying Their Performance & Multiplying Their Results.***

After running various businesses until the age of 20, I gave everything up to pursue my career with Major Corporations. My corporate experience lasted for over 7 years. I worked with 2 Major corporations. The experience of running various businesses and then working in major corporations gave me the opportunity to understand people & business deeply.

In the year 2013, I decided to give wings to my dreams and started my full time entrepreneurial journey. In the last decade, I have had the opportunity of coaching 100s of organizations including several fortune 500 companies.



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GET R.E.A.L & SOLVE PROBLEMS

1

Mastering The Foundation Of Prospecting

Your Sales Pipeline Is Your Business Lifeline.

*Right prospecting keeps your sales pipeline full which is the sole reason your business can stay alive. That is why we say, "**Your sales pipeline is your business lifeline**". Most businesses fail because they do not have a prospecting mindset or they do not have a scalable prospecting system.*

The right prospecting mindset and system bring a consistent flow of qualified leads and turns the business profitable faster.

RULES OF PROSPECTING

- Visibility Is The New Profit Driver. Be Visible.*
- Always Work On Positioning Before Prospecting*
- When Prospecting, Work On Daily Goals Not Monthly Targets*
- Always Be Prospecting. Everyone Prospects Everyday & Everywhere*
- Remember, Disqualifying Is As Important As Qualifying*
- Balance Patience And Perseverance. That's How You Succeed*
- Focus On Quality And Not Quantity*
- Bounce Forward After Every Rejection*
- Leverage Automation*

Know Your Ideal Prospect

Someone, Everyone, and Anyone Only Leads You To No-One.

*Knowing who is your customer helps you find them. Most sales professionals say, **Someone, Everyone, or Anyone is my prospect and that is why they end up finding No-One.***

KNOWING PROSPECT AT 4 LEVELS



GEOGRAPHICS

*Country, City
Rural/ Urban
Population,
Climate*



DEMOGRAPHICS

*Age, Gender, Religion,
Income, Education,
Lifestage, Family,
Occupation*



PSYCHOGRAPHICS

*Activity, Interests,
Opinions, Lifestyle,
Attitude, Values,
Motives, Personality*



BEHAVIOURS

*Pain, Usage, Benefits,
Readiness, Buying
Power, Engagement
Levels*



Know Your Ideal Prospect

(Working Sheet)

KNOWING YOUR PROSPECT AT 4 LEVELS



GEOGRAPHICS



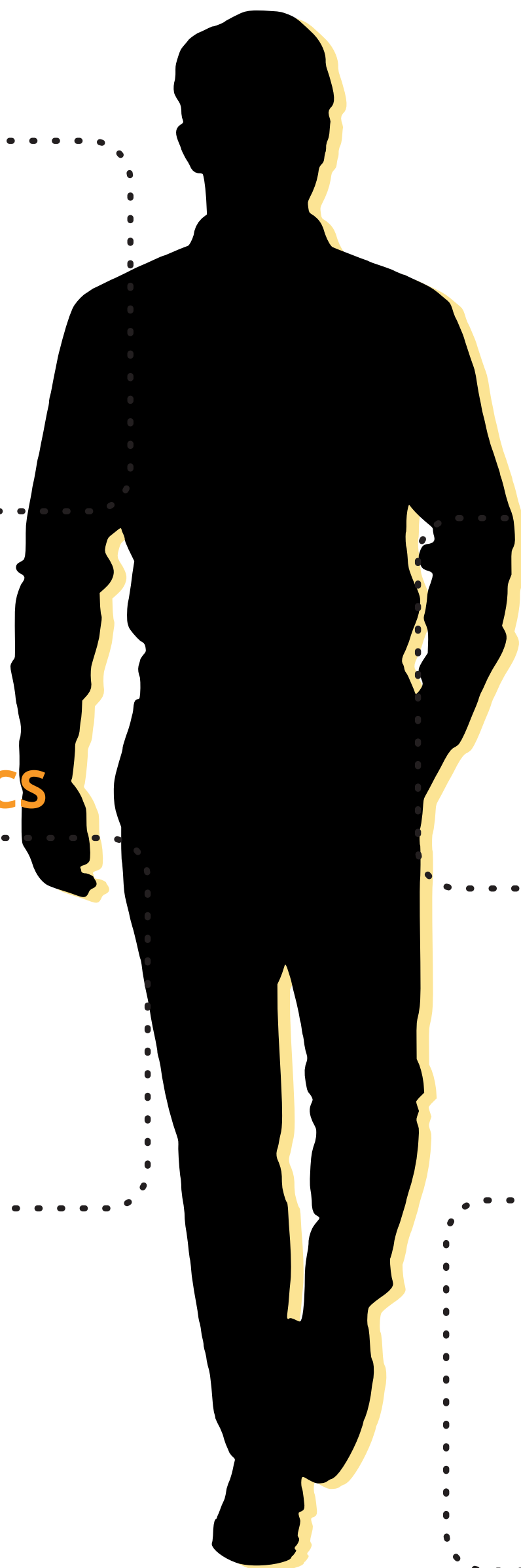
DEMOGRAPHICS



PSYCHOGRAPHICS



BEHAVIOURS



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Set Your Prospecting Goal

A goal is a dream with a deadline.

Most sales professionals or business owners never make enough money because they operate in their heads. The best way to turn your dreams into reality is to write them down and turn them into attainable goals. In the following example, we will try to turn a big goal into a weekly target.

My Yearly Revenue Goal:..... 2,50,00,000/-

My Quarterly Revenue Goal:..... 62,50,000/-

My Monthly Revenue Goal:..... 20,84,000/-

How many clients do I need to meet my monthly revenue goal?..... 208

What is my average Conversion Ratio? (Prospect to paying clients):..... 50%

Considering my conversion ratio I must reach 416 prospects month.

Considering the above, I must connect with 14 prospects per week.

Considering the above, I must connect with 3 prospects per day.

In the above example, we have considered selling a product worth 10,000, and the individual works 5 days a week. Note, we are considering prospects and not number of leads.

3

Set Your Prospecting Goal

(Working Sheet)

It's your turn now. Take time to fill in the below details and set your prospecting goal for this week.

My Yearly Revenue Goal:.....

My Quarterly Revenue Goal:.....

My Monthly Revenue Goal:.....

How many clients do I need to meet my monthly revenue goal?.....

What is my average Conversion Ratio? (Prospect to paying clients):.....

Considering my conversion ratio I must reach prospects month.

Considering the above, I must connect with prospects per week.

Considering the above, I must connect with prospects per day.

In the above example, we have considered selling a product worth 10,000 and we work 5 days a week.

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Prospect Like A Pro

*"Success is the sum of small efforts,
repeated day in and day out."*

Winning more deals and earning more money often comes to how well do you prospect. Many sales professionals I know often say that they do not like prospecting. My question is simple, "Will you stop brushing your teeth any day?" Even if you don't like it, you have to discipline yourself to brush every day. If you don't, you know you are going to stink. The same is true with prospecting. You have to discipline yourself to prospect every day.

Whether you like it or not. If you don't do it, your business is going to suffer. In fact, the one difference between an average sales professional and a highly successful sales professional is DISCIPLINE.

Let us discuss the top disciplines of prospecting.

Choose 5 or More Ways Of Prospecting

- Cold calling
- Warm calling
- Social media
- Networking
- Events/ Trade Shows
- Speaking at events
- Giving and receiving referrals
- Growing customer accounts

Pro-Tip

There is no one right way but there are many ways to reach prospects. Evaluate what is working and what is not.

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Prospect Like A Pro

PRACTICE BLOCK TIME - YOUR POWER HOUR

Block time is undivided time allocated to only prospecting. In sales, there are revenue-generating activities and non-revenue generating activities. Prospecting brings revenue and allocating at least 3 blocks of time and staying focused will make you productive and profitable.

Block 1 - 45 Minutes



Block 2 - 45 Minutes



Block 3 - 45 Minutes



ASK FOR A REFERRAL PROACTIVELY

Converting a referral takes 65% less time and energy. Yet, most sales professionals hesitate to ask for referrals. To prospect like a pro, discipline yourself to ask for referral every day.

BUILD YOUR PRESENCE ONLINE

I often tell this to business owners and sales leaders, "See Social Media is a gold mine of leads. For everyone, it might be a place of entertainment but for you, it is a place to study consumer behaviour, network, prospect and more importantly, it is a place to position yourself as an authority. So, build your presence online. On social media, it is more about doing it consistently."

GET R.E.A.L & SOLVE PROBLEMS

SOLVE PROBLEMS & SELL SOLUTIONS

Your Prospects don't buy products or services, they buy solutions to their problems. If you can find what is the prospect's problem and co-create a great solution, you are going to win the deal. You can do this using R.E.A.L framework. In this you ask a series of questions to discover the problem and offer a solution.

R

RELATE TO
THEIR PAIN

- "What challenges are you facing..."
- "Tell me about your last purchase...what was missing?"
- "What is stopping you from achieving your goals..."
(Probe into areas where you can help)

E

EDUCATE
THE
VALUE

- Economic Value
- Emotional Value
- This will help them understand all the benefits

A

ALIGN
WITH
SOLUTION

- "Does this solution align with your needs?"
- "Most of our clients do this... would that work?"
- "Are you willing to make these changes?"
(Align the prospect to offered solution)

L

LEAD
THEM INTO
ACTION

- "When are you ready to take the next steps?"
- "What is going to be the first step?"
- "What are the likely roadblocks that you foresee?"
(Lead until they find a clear roadmap)

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GET R.E.A.L & SOLVE PROBLEMS

(Working Sheet)

R

RELATE TO
THEIR PAIN

E

EDUCATE
THE
VALUE

A

ALIGN
With
SOLUTION

L

LEAD
THEM INTO
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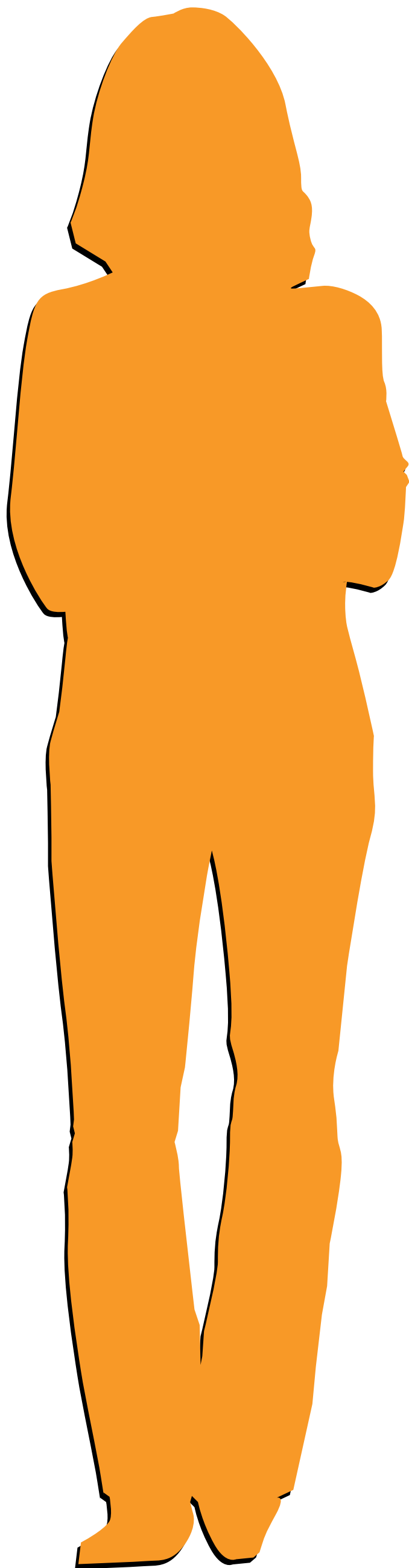
BONUS TIP

**MILLION-DOLLAR
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Qualities Of High Performing Sales Professional

How will you rate yourself on the following qualities?

Rating Scale (1 -4) "1" Is POOR & "4" Is AWESOME



- Focused
- Ambitious
- Organized
- Compassionate
- Takes Ownership
- Believes In Relationships
- Engages With Prospects
- Learns Continuously
- Solves Problems
- Works As A Team
- Business Acumen
- Great Negotiator

Hello Champion

MILLION-DOLLAR
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I want you to give yourself a pat on back for completing this short ebook.

- *How are you feeling now?*
- *Ready to prospect like a pro?*
- *Motivated to put it into action?*

*If you liked this, I would love you to join my Facebook Community where I share many insights related to **improving your sales and increasing your profits**. I am sure these insights will help you develop the strategy, mindset, and habits of a Sales Champion. I look forward to supporting you in your journey of becoming a sales champion.*

Stay Inspired Always

Sharat Sharma

Founder, Simpli5sales.com

