

Prospecting Checklist



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Get to know your prospect – Ask yourself...

- Have I researched the client on LinkedIn?
- Have I spent 5-10 minutes on their website looking at news, blogs and case studies?



Prospecting Checklist

Share valuable insight

- Tell them something about their industry they don't know.
- Tell them something about a product they use that will help them do better.



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ABC – Always Be CARING

- Don't sell, build a relationship.
- People don't care how much you know until they know how much you care.
- Have you liked and commented on their LinkedIn/Social Media posts?



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Always follow up

- Leverage email, the phone, LinkedIn voice notes and LinkedIn video.
- Share valuable insight when you follow up.
- It's not about you, it's about them.



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What to avoid

- Don't talk about your company or product, talk about the value/benefits you offer.
- Don't communicate when you are angry or negative. It comes across in your tone.
- Don't talk too much. Listen to what is said and not said.



Testimonials



"Niraj brought energy, interactivity and made sure action was taken by everyone.

The feedback from the team members was incredibly positive."

Chris Knipe,
Associate Vice President, MRP

Testimonials



“Started working with Niraj about 6 weeks ago. As a business still very much in its infancy, I wanted to learn about LinkedIn and how I can use it to the best of my abilities. I had to go to the best right! Extremely detailed and thought-provoking sessions.

Subsequently, I have changed the way I engage with others and write posts. Would highly recommend him. He gives you value for money and makes it fun.”

Yasmin Ulhaq

CEO Glenfield Asset Management

If You Want RESULTS, contact me

- ✓ Sales Training
- ✓ 1:1 Mentoring
- ✓ LinkedIn Training
- ✓ Mindset and Goal Setting
- ✓ Overcoming Sales Objections
- ✓ Hitting Sales Targets in 2022

...and so much more



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WORKS
IN SALES



niraj@everybodyworksinsales.com

www.uk.linkedin.com/in/nkapur

+ 44 7733 179854



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to Follow in 2021 & 2022