

Prospecting Checklist

5 tips to help you
convert prospects



EVERYBODY
WORKS
IN SALES

LinkedIn & Sales Trainer



Salesforce Sales Influencer
to Follow in 2021 and 2022

TEDx
Speaker

LinkedIn
TOP
VOICES

Prospecting Checklist

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.

Prospecting Checklist

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?

Prospecting Checklist

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.

Prospecting Checklist

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.

Testimonial



Niraj is an excellent role model and mentor for any professional. He goes above and beyond to help people and he's had an impact on me both professionally and personally for which I'm very grateful. I wouldn't hesitate to recommend Niraj.



Clare Carroll

Content Marketer and Content Creator

EVERYBODY
WORKS
IN SALES



Salesforce Sales Influencer
to Follow in 2021 and 2022

TEDx
Speaker

LinkedIn
TOP
VOICES

Testimonial



Niraj helped me boost my sales skills, confidence, and self awareness and helped me get results. He doesn't hold back from telling you what you need to grow and develop, yet he's also one of the nicest people you will ever meet.



EVERYBODY
WORKS
IN SALES

Louis Mendes

Corporate Executive Sales, Finductive

salesforce

Salesforce Sales Influencer
to Follow in 2021 and 2022

TEDx
Speaker

LinkedIn
TOP
VOICES

Work with me in 2023

To work with me, answer these 4 magic questions...

- Q1.** What do you want to achieve in 2023?
- Q2.** Why do you want to achieve it?
- Q3.** How committed are you on a scale of 1-10 to making that happen?
- Q4.** What is your deadline?

EVERYBODY
WORKS
IN SALES

Email your answers to:
niraj@everybodyworksinsales.com



Salesforce Sales Influencer
to Follow in 2021 and 2022



TEDx
Speaker

LinkedIn
TOP
VOICES

If you want better RESULTS in 2023

- ✓ LinkedIn Training
- ✓ Sales Training
- ✓ Mindset and Goal Setting
- ✓ Overcoming Sales Objections
- ✓ Hitting Sales Targets in 2023

...and so much more!

niraj@everybodyworksinsales.com

www.uk.linkedin.com/in/nkapur

+ 44 7733 179854

EVERYBODY
WORKS
IN SALES



Salesforce Sales Influencer
to Follow in 2021 and 2022

TEDx
Speaker

LinkedIn
TOP
VOICES