



# Winning Ways

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## Winning Ways

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### Winning Ways NewsBits

Roll up your sleeves and let Randy Taussig of **Taemark Systems** and Joan Fletcher show you how to make the most of the leads you already have. You'll learn how to create your own customized follow-up system that will help you increase your bottom line in the **Taming the Follow-up Beast** workshop on **March 14, 2007**.

**Parents:** How would you like to help your youth prepare for a more successful life by developing goal setting, communication, time management and self-leadership skills today? Our next **Youth Leadership Program** begins on **April 9, 2007**.

Plan now to achieve your Sales Goals for 2007 by joining Joan in her **Winning at Sales** course. Her next class begins on **April 27, 2007**.

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## Prospecting with a Focus

Every salesperson knows that prospecting is one of the most important activities of their job. Unfortunately, for many, it is also one of the least enjoyable. Cold calling, making lists of people to target, going to networking functions... for many salespeople these are the dreaded chores of the sales process. Some lucky people thrive on the challenges and possibilities of unexplored territory; for the rest of us, though, the pressure of trying to make a sale makes any new encounter uncomfortable, even nerve-racking.

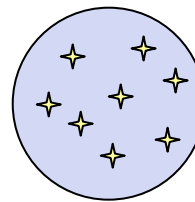
A common phrase is, "Work smarter, not harder." This could apply to prospecting strategies, but a better phrase might be, "Work smarter, so that your hard work will yield a higher payoff." No matter how you tackle it, sales is a high-energy, active process—but when that activity is yielding high rewards, most people find it energizing rather than draining. It is only when call after call or meeting after meeting falls flat that the whole process begins to feel exhausting and unpleasant.

So finding ways to prospect more efficiently will not only increase your sales, but will tend to make the whole prospecting process more enjoyable. Let's look at how this is done.

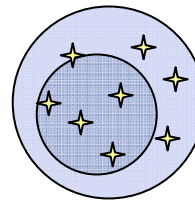
The key to efficient, effective prospecting is focus. If you're still taking a scattershot approach to prospecting, chances are it's not working very well for you. In today's market, there are just too many people competing for the same customers; you can't trust to chance that you will hit on customers who are good fits for your product or service.

Imagine a large circle, representing all the people who you might reach out to as prospects. It is possible for this circle to be very large: for example, all businesses or all homeowners in your region. So, in a particular week, you make a certain amount of calls or appointments to people in this circle. Your time is limited; obviously you can't make contact with more than a tiny percentage of them. So your efforts for that week might look something like this, where the stars

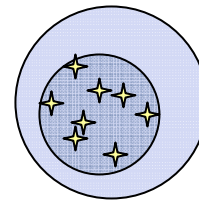
represent people you've made contact with within the bigger circle:



As it happens, though, only a small subgroup of people in the total circle are actually likely targets for your product or service. Level of income, specific location, or size and nature of their business might all be factors in defining this subgroup of people. In our circle diagram, it might look something like this:



Obviously, the stars that fall inside the subcircle are much more likely to become customers. This subcircle is your target market, and if you can clearly define your target market, your activity will be much more effective. If all your prospecting efforts are directed at people inside your target market, your graph will look something like this:



By focusing your efforts on your target market, you will see a much higher rate of success. The same number of contacts—the same amount of effort and energy—is now focused on people who have a higher likelihood of becoming your customer. Thinking through and developing clear parameters for your target market is an investment of time that will be more than worthwhile in the long run!

To determine your target market, think about both the nature of your product or service and the specific advantages your business has. You probably already know what kinds of people or businesses are likely to want your product or service; now think about the things that set you apart from other businesses offering the same product or service. Who is likely to benefit from doing business with you specifically? These people are your target market.

The satisfaction of focusing your prospecting efforts on a good target market goes beyond better numbers. By directing your efforts at people who are likely to benefit most from your product or service, you are bringing a service-oriented approach into the very first stage of the sales process. You are already thinking about ways in which you can each benefit the other... and this attitude sets the foundation for a great business relationship!