Day2

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What kind of people do you like dealing with?

WHY do you like dealing with them?

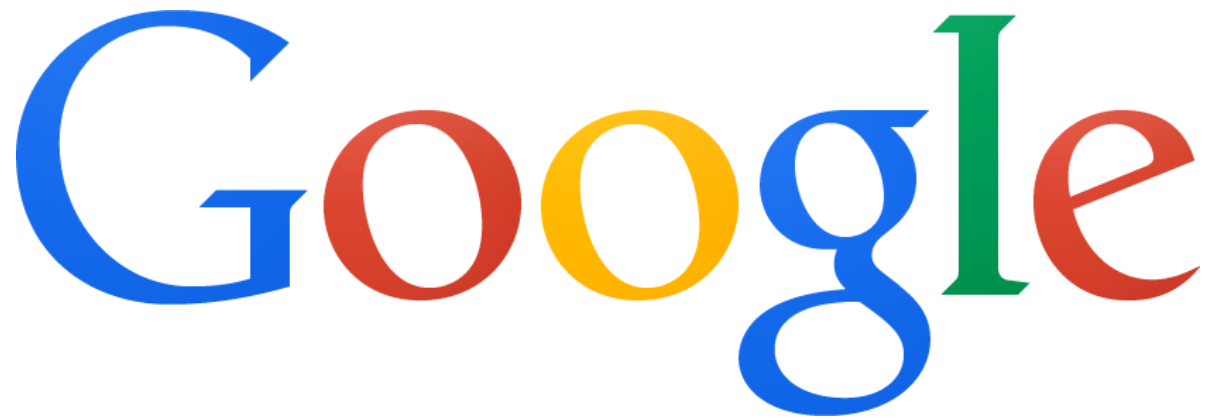Do you understand their products and services?

Do you share a language?

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Make up a profile of the kind of people you like

What is the single largest identifiable trait?

What does this person do in their spare time?

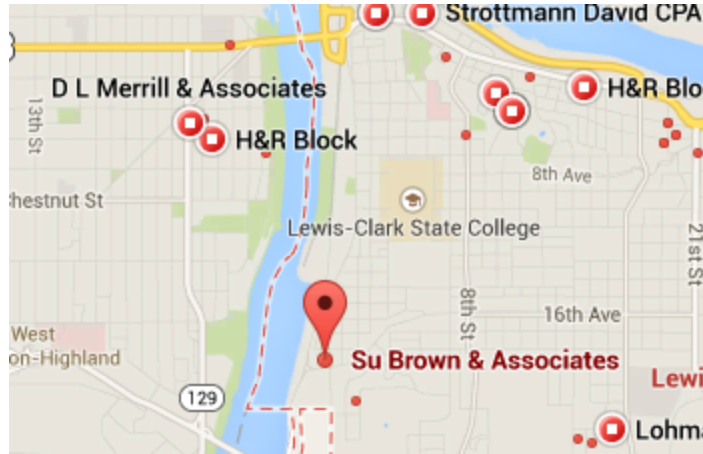Who are their friends and business associates?

Make Google your research assistant

What should I ask?

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What business types were NOT mentioned by your peers?

What businesses are big in Yellow Pages and search engines?

What business types are NOT on your radio stations?

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10 accountants in Lewiston, ID

Present each just $500/Month

3 will buy

2.5 years retention

$45,000 billing

Commission:
10% $4500
15% $6750
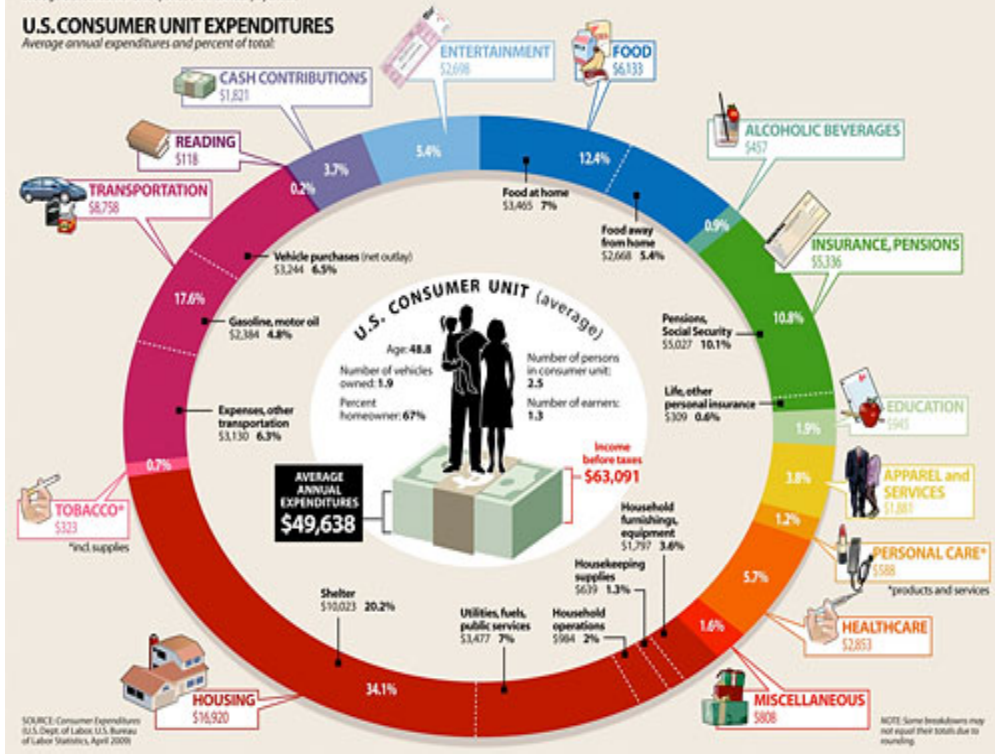20% $9000

US Bureau of Labor Statistics

Mohave County, AZ
Population   203,030
Per Capita Income   20,725

Total Spending Power $4,207,796,750

La Paz County, AZ
Population   20,324
Per Capita Income   21,854

Total Spending Power $444,160,696

Total: $4,651,957,446

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Dine Out	$102,343,063		Insurance	$488,455,531
Apparel	$176,774,382		Housing	$1,586,317,489
Transportation	$818,744,510		Contributions	$172,122,425
Health Care	$265,161,574		Groceries	$576,842,723
Entertainment	$251,205,702			

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Successful salespeople are:

- Salespeople who identify the most productive prospects
- Salespeople who properly identify and classify prospects to maximize their results
- Salespeople who properly qualify prospects to avoid future problems
- Salespeople who effectively improve their focus on decision-makers
- Salespeople who properly identify the true decision-maker
- Salespeople who effectively develop an effective prospecting strategy
- Salespeople who properly identify and classify prospects to maximize their results

Identify the kind of people you like working with. Write five statements about them.

Find the best sold **categories** in your yellow pages. Make a list of 10 of them.

Go to Google Maps and find 10 businesses in each category

Take your list of 100 businesses to your manager and have them cross out any that are either active on the air, or whom she does not want you to see for other reasons.

Go back and fill the list again. When done you will have 100 prospects.

Put these in your company's CRM system, or if your company does not have a CRM system, start a Google Calendar (free) and get all 100 in. Include business name and address. Later we will work on finding customer names, email addresses etc.