



Sales Mastery Series

WITH

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Prospecting and Referrals

*Selling is finding the people to sell and
selling the people you find.*

I. Two basic types of prospecting

- A. Referral prospecting
- B. Non-referral prospecting

II. Who is a candidate for owning your product or service?

III. How to approach a market

1. _____
2. _____
3. _____ - _____

IV. In-person contact

- A. The "Thank You on the Business Card" technique
Phraseology: when they ask what the Thank You is for: "I guess I'm
thanking you in advance for the opportunity to someday serve your
_____ needs."

V. Suggested ways and means of contacting people

A. **Technical advancement** — Whenever your company comes out with a new product or service, re-contact your existing clients with information on it. *Phraseology*: “Jim, because I value your judgement, I was hoping you would give me your opinion of something the company has created that they’re excited about.”

B. **Itch cycle** — Every product has a life cycle. By determining the itch cycle for your product and re-contacting your people before they start itching, you’ll practically guarantee yourself the business. You’ll be the one who’s there to scratch that itch.

C. **Orphan adoption** — Re-contacting people who have purchased your product or service from someone who has left the firm. Let them know what’s happened since their last contact with your company and that you’re now there to serve their needs.

D. **Community involvement** — Increase your visibility through community service.

E. **Lead clubs** — Contact 10 or 12 professionals in non-competing fields and arrange a monthly breakfast meeting. Everyone should bring leads to share with the other members of the group. It can be clients of theirs or non-clients they know who could use your services. By multiplying your efforts — getting 10 or 12 extra pairs of eyes and ears out there — your potential for generating income will expand tremendously.

F. **Newspaper** — Look for people whose lives are changing and may have a need for your product or service.