

- ❑ In a noisy, cluttered world with an over reliance on inbound sales leads, sales prospecting is regaining its importance as the way to identify and qualify new clients, then move them through the sales funnel.
- ❑ The end goal is to move prospects through the sales funnel until they eventually convert into revenue-generating customers.
- ❑ Sales Prospecting is associated with a goal of increasing the customer base of the company and generating new revenue streams.

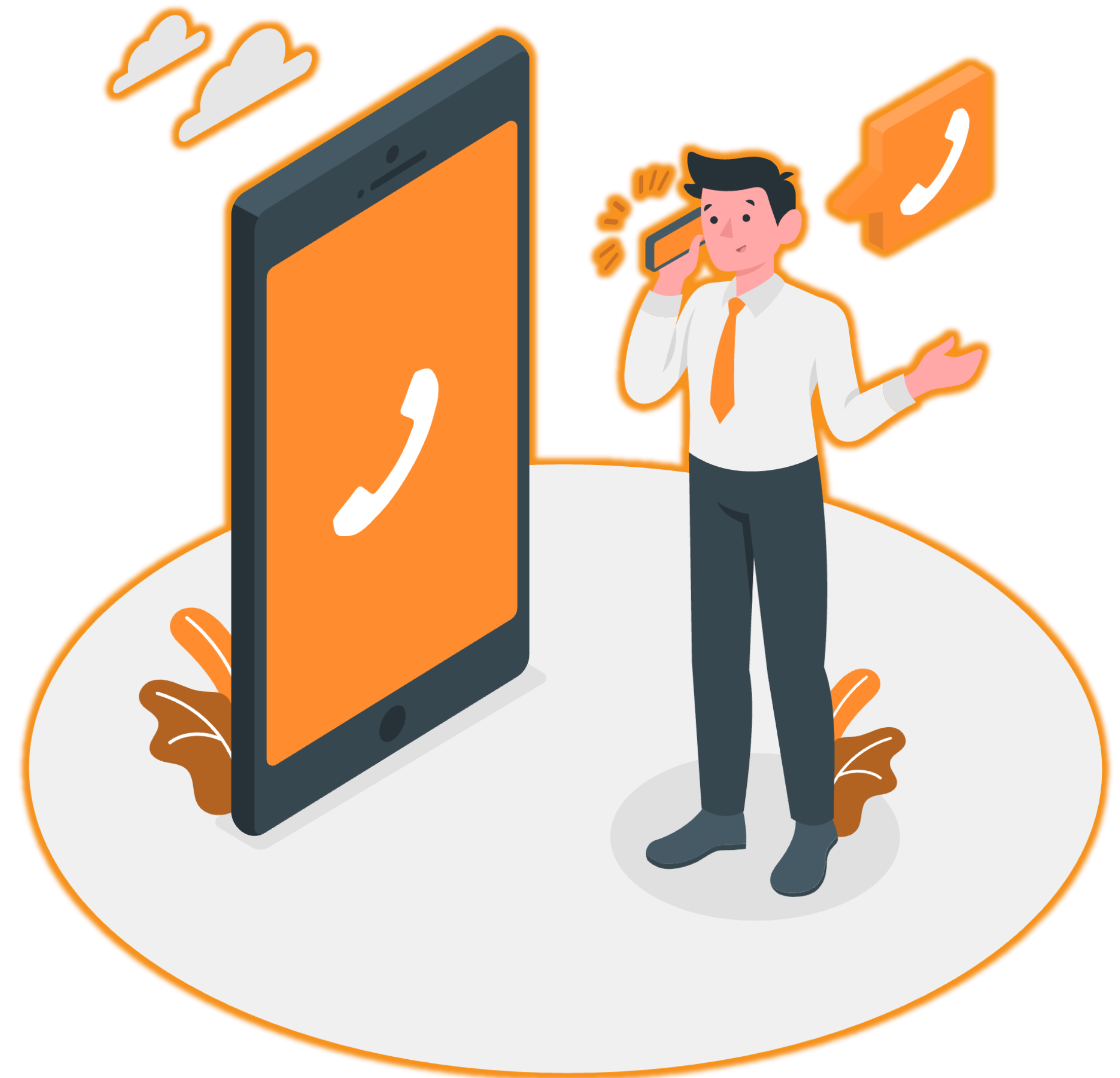




*More than 40% of salespeople say prospecting is the most challenging part of the sales process, followed by closing (36%) and qualifying (22%).*

# *What are the main outbound prospecting activities?.*

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1. Cold calling. Contacting prospects via the phone, qualifying them and then arranging a demo/meeting etc.
  2. Outbound emails. Contacting prospects via cold email, containing compelling and personalized content.
  3. Social selling. Engaging with prospects on social networks - in B2B, the main one is LinkedIn





- ❑ The combination of all these activities is known as a “sales cadence”.
- ❑ The goal of these outbound activities is to persuade the prospect to agree to a meeting or a demonstration of a product or service.
- ❑ Prospecting is the first step in the sales process and the key which unlocks future relationships with paying customers.
- ❑ So, to restate, sales prospecting is now a multi-channel activity covering cold calling, outbound emails, social selling and events.



- ❑ Typically supporting tactics include sharing content, white papers, articles and case studies along with offering demos, free trials or invites to events.
- ❑ The key point is that sales professionals have gotten away from using the phone as a selling tool, but innately, we know how useful and effective it can be.
- ❑ Cold calling isn't about making sales; it's about establishing a connection with the prospect.

*Proactive calls  
feeds your sales  
pipeline.*

- ❖ Proactive calls feed the machine of your business growth and help build your sales pipeline with new opportunities and advance existing ones.
  - ❖ Specifically, proactive calls expand your pipeline by uncovering new leads and turning leads into prospects.
  - ❖ Proactive calling is the sure fired way to qualify leads and move them toward a proposal or quote.
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