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"Unleashing your Inner Champ"

Toolkit Tips



Prospecting-4 tips to Prospect to Prosperity

Is getting new clients important to you?

How to step out of the comfort zone and make those calls.

Most people know the value of continuously seeking new people who they can help with their products and services. It is also an important component in the business plan that people just don't seem to "get around to". These tips are designed to help you incorporate it into your weekly activities, and provide you with simple techniques to get different results.

Step 1: Calendar it

- Choose a day and time on the calendar, and write "Prospecting" in that time slot. Be realistic about how long you will conduct the activity. One hour? Two hours? If you schedule too much you may not keep it, so don't be overzealous and don't slight it.
- Treat it like an appointment.

If you are committed to grow your business with getting new clients, you will not let something or someone take that slot. It must be treated like an appointment.

Step 2: Pick up the phone and be prepared

Have your elevator speech ready. In other words, how do you help others similar to this prospect? Please do NOT say "how are you today?" That screams cold call. Instead, start by asking permission to keep talking. "Hi, this is (your first name...when you just say your first name it's more friendly and less formal). "Did I catch you at a bad time?" They almost always say "No, this is ok, what is this regarding?" Now you have their attention, you are not perceived as a pushy or bothersome caller. Maintain a confident and friendly tonality.

Step 3: Face to Face calls create opportunity, even if it says...

No soliciting. The reason why I go into places where it says No Soliciting is because I am not, at that moment, selling anything. This does require a mindset of boldness. What is the worst thing that is going to happen? If they tell you to leave, you will respect that request. And you know what? You will live to tell about it. Advantages of face to face---

1. You get a chance to see the business, get a sense of their company, mission, employees, products, etc.
2. You get a chance to look them in the eye, and they get a chance to look you in the eye and see your smile and feel your warmth.



Toolkit Tips Continued...

4 Tips to Prospect to Prosperity

Step 4: Be Clear about your goal for prospecting

What do you want to happen as a result of the calls you make? To get an appointment.

- Do not try to sell anything. Do work to understand if it makes sense to schedule an appointment where you can learn about their needs and challenges, they can discover what you do and how you help others like them, and at that meeting, you know whether there is potential, or not.
- How many calls do you want/need to make within the time you have allocated?
- When you are near other businesses, do the T....next door on both sides and across the street, or parking lot. Be efficient with your time, effort and energy.

Prospecting requires commitment and persistence. For more information on how to create enhanced opportunities from your prospecting efforts and unleash your inner champ to get more results, complete the contact form and receive a FREE 30-minute consultation.



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