



prospecting  
*Works*

## PROSPECTING TO PROFITS

*What Sales  
People Need  
to Keep the  
Pipeline Packed!*

If you want...

- to know where the next sale will come from.
- to be able to accurately forecast earnings.
- a sales team to follow a repeatable sales process.
- to come into the office and see your sales team happily making calls.
- to have an impressive client list.
- a sales team with little to no turnover.
- a team that is motivated by something other than money.

Use the check list on the next page to determine where you are and what you need to improve to create a peak performing sales team.

YES NO

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**Does your team make calls everyday?**

Consistency wins every time.

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**Does your team follow-up all the time?**

Only 2% of sales happen at the first meeting. Don't let them give up. 50% of all sales happen after the 5th contact, but most reps give up after just 2.

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**Does your team have a highly targeted list of prospects?**

The more targeted the list, the better the results will be.

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**Do they have targeted scripts with matching voicemails and emails?**

Scripts decrease training time, encourages consistency, avoids predictable mistakes, and builds confidence.

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**Do they ask clients for referrals?**

84% of B2B buyers start their buying search with a referral.

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**Are they naturally optimistic people?**

Optimistic sales pros outperform pessimists by 57%. That's even true when pessimists have better selling skill sets.

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**Does your team follow an easy and repeatable sales process?**

B2Bs with formal sales processes generate 28% more revenue.

YES NO

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**Are they motivated solely by money?**

People who are motivated by more than just bonus checks value additional time off, training, recognition, and other tangible items. It's not the item itself that is valuable; it's the sentiment behind it.

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**Do they use software to track calls and follow-ups.**

75%–85% of top salespeople attribute part of their success to using CRMs and productivity apps.

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**Do you provide ongoing and customized training and coaching?**

Peak performance requires consistent and customized coaching. High-performing companies are 2x as likely to provide their sales teams with ongoing training.

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**Do you have analytics that measure key activities?**

At the very least you should know each person's dial to conversation and conversation to appointment ratios.

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**Do you understand what triggers each person's call reluctance?**

There are over a dozen types of call reluctance. You can't effectively coach a sales person unless you know what's getting in the way.

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**Are they able to make calls in private?**

Myself included, many sales people are self-conscious making calls in public.

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**Are you personally invested in their success?**

## So what is next?

Now that you know what needs to be done, you have to make a decision.

Do you want to:

1) Tackle each area or a few areas at a time,

or

2) Overhaul your entire process?

There are benefits to both, however, **DOING NOTHING NOT AN OPTION.**

If you need help moving forward, I will help you develop a plan that fits your needs and budget.

**Call me at 845-831-2831**

**Email me at [Jennifer@Prospecting-Works.com](mailto:Jennifer@Prospecting-Works.com)**



I'm a passionate advocate for cold calling when done with authenticity, integrity, and a willingness to help. In fact, my approach has even converted many ardent anti-cold calling sales trainers!

I've been cold calling for almost 20 years setting appointments for myself when I was the director of business development for a marketing consulting firm and for sales executives in a variety of industries who were terrified of the phone. In fact, I still set appointments for select clients.

My methodology, based on 20-years of being a "Rock Star Appointment Setter" said one client, is a holistic, inside-out approach that addresses EVERYTHING that affects a salesperson's ability to set appointments. It integrates mindset, messaging, process, technology, and training,

If you need a clear, concise, and compelling script or a motivational speaker get your team in the right mindset, I do that too.

I've also published a book "You Got This. I Promise. Affirmations for Cold Callers." Coming soon will be industry specific affirmations books and recordings.

I'm a firm believer that success is all about mindset. The most successful person is not the smartest or most experienced, it's the person who shows up everyday with confidence.



*"We had Jenn come in and train our team of Salespeople and the experience was great. The team was able to get hands on advice on cold and warm calling that was immediately actionable. By the end of the training they had their own customized scripts and were seeing dramatic results from prospecting sessions."*

**Mark Boyland, Associate Broker, Keller Williams**

*"I've had the good fortune to be trained by Jennifer in the art of cold calling. Jennifer's enthusiasm, positive energy, and concrete tactics that get results are tremendous! I have spoken with Jennifer at length about sales, and coaching others to be successful. It's obvious from the very start that she is great to work with and highly recommend Jennifer."*

**Tom Lemmey, VP Sales, Ethan Allen Workforce Solutions**

*"Jennifer helps deliver our online appointment setting academies. She has proven herself to be hardworking, energetic, and insightful, particularly in our role play sessions and in her individual coaching sessions. Her students have greatly improved their techniques after working with Jennifer which inevitably leads to bigger paychecks. If you're considering working with Jennifer, you're on the right path."*

**Barry Caponi, President, Caponi Performance Group**

*"Jennifer developed a program for my company that tripled my proposals. I highly recommend Jennifer for any B2B program you may have."*

**Robert Glemming, President, Tracking Systems**

*“Jenn is a team player who well knows both the sales and marketing side of a business. Her input was critical for a number of marketing initiatives and she was able to on-board new employees quickly. She has that rare capacity to see things as a prospect see things and the ability to adjust the conversation as needed. Her phone demeanor exemplifies fearlessness, charm and grit.”*

**Annette Grotz, Former Product Marketing Manager, SkyStem**

*“I thoroughly enjoyed working with Jennifer. She taught me about all the reasons why people are afraid to cold call and how to overcome it. With her direction, I approach cold calling as an authentic offer to help, which eliminated my fear and made cold calling fun, profitable and rewarding.”*

**Jeanne DeWitt, President, CPU, Inc.**

*“Jennifer was great to work with for my prospecting outreach project. She took time to understand my business and the value I offered my clients, forced me to delve deep into client case study results that would connect with the prospects we were targeting, then crafted the ideal message that cut to the chase and got people to listen. Jennifer also has a tremendous approach and style to actually making the calls, which she is excellent at transferring to her coaching clients so they can get the better results than ever from their efforts.”*

**Skip Weisman, President, Enabling Accountable Cultures**



*"Working with Jennifer gave me the confidence and the road map to cold calling success. Before working with Jennifer, I was uncomfortable making cold calls and after, I was confident, focused, and successful. In my first year, I exceeded my income target by 15%."*

**Bemen Carlson, Commercial Insurance Broker, Young & Associates**

*"I heard Jennifer present and just knew I had to work with her to sharpen my skills at script writing. Her effortless, easy and charming style drew me into her as I come from a place of wanting to help people in the same friendly and energetic manner. Before working with Jennifer, there was an issue in getting appointments scheduled and with the correct decision makers. After working with Jennifer, I learned how to develop a conversation with the type of clients our firm would like to work with. The 3 major areas of improvement were number of appointments scheduled, productivity gains on number of calls made, and how to develop value statements that are unique to what people need from a comprehensive technology firm. If anyone questions the value of their current coaching program or is in search of one, please call/email/text me. I'll be happy to talk to them about my experience with Jennifer."*

**Elizabeth Murphy, Sales Director, OmegaCor Technologies**



If your team calls the right people,  
says the right thing, and sounds  
professional, confident, friendly, and  
a little bit enthusiastic, they will  
schedule a lot of appointments.  
I promise.

Jennifer Hasan

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