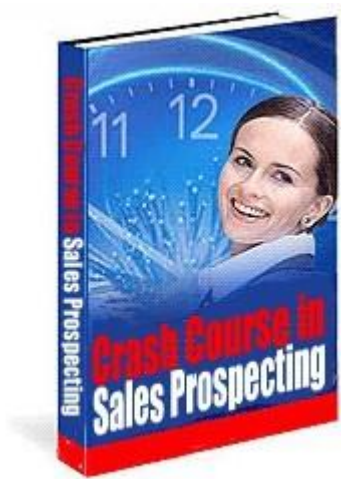# The Crash Course in Modern Sales Prospecting

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Email

Recommended Resources

- **Web Site Hosting Service**

- **Internet Marketing**

- **Affiliate Program**

Part I – Welcome to the Crash Course in Modern Sales Prospecting

Welcome and thank you for taking the time to subscribe to this crash course in sales prospecting. Regardless of what type of business you may be in or what type of selling you do, I promise you that you will enjoy and benefit from this course.

After you've finished this course you are free to share this document with anyone that you feel may benefit from its contents. This system will work for practically anyone responsible for finding new customers for a living so if you know someone getting stressed out over business send them a copy. All that I ask is that you don't change the contents of this course in any way. I think that is fair.

Let's rid the world of cold-calling together, shall we?

I created this course because I became aware of a problem that is running rampant among business owners and professional salespeople. I call it the Small Business Owner's Dilemma. If it affects you, so will my description of this scenario.

Sally is a nice person. She opens a business because she loves what she does and she is good at it. She knows her business requires new customers but she **HATES** selling. More specifically, she hates prospecting for new customers.

Deep down Sally feels that calling people she doesn't know and imposing on them by asking for business is wrong. She also isn't very comfortable with attending business networking functions with the sole purpose of finding business leads.

To be honest, Sally isn't too fond of all the rejection that goes with cold-calling either.

So Sally doesn't sell, she doesn't get new customers and soon, she doesn't have a business.

Isn't this absurd? Sally could be the best in the world at what she does but because she refuses to do something she hates she can't do what she loves. Sally didn't start her business so she could become a salesperson. She started it because she loves her work.

The ironic thing is that Sally honestly feels she should be cold-calling. I mean, if Sally really cared about her business she would do everything in her power to make it work, wouldn't she?

Beside the fact that cold-calling and business networking are really not effective, this conflict of interest is the real cause of Sally's problem. When she doesn't make the

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calls she beats herself for not 'caring' enough about her business. However, when she does make them she feels horrible for imposing on others and putting her ego at risk.

Do you see the irony? Sally can't win.

Unfortunately far too many small business owners and salespeople can relate to this scenario. But what are the alternatives? You're a nice person and you need customers. How do you grow your business without feeling like you're imposing on others?

That is what this course is all about. I'm going to show you a marketing system that can be automated to find prospects for your business and educate them about what you do to the point that they will contact you when they are ready to buy.

No more cold-calling and no more business networking - just a steady stream of educated prospects eager to do business with you.

I don't blame you if you're skeptical at this point. If you've been living with the stress of cold-calling it is hard to imagine life without it. In fact, you may be even more skeptical if you have had even some degree of success with more traditional sales prospecting. You may believe the old-school adages such as, "More calls equals more sales" or "You gotta see 'em to sell 'em."

The clichés abound and I'm sure you've heard just as many as I have. All I can say is that you must keep an open mind. This system does work and a life as an "order taker" can be your reality in the very near future.

I don't want to get into all the reasons why traditional sales prospecting methods such as cold-calling and business networking are dead here. If you have doubts you can visit Nice People Can Sell and download the first seven chapters of my book. It is completely free and I promise that it will make you see old-school sales prospecting in a completely different light.

Onwards…

This course was originally written to be an email course but as often happens, as new ideas were added and adapted, the course outgrew its original purpose. Now I present it in this e-book format. Feedback suggests that readers prefer this format because they can get all the information at once rather than waiting over the course of 9 days to learn and apply the ideas. I also suggest that you print it out for easier reading.

Promise me that you approach this material with an open mind and I will promise you that your days of dialing for dollars will soon be behind you.

Let's get started with solving this Small Business Person's Dilemma, shall we?

Part Two – The Solution to the Dilemma

As you recall from the first section of this course, we were dealing with a bit of a dilemma. Our hero (you?) needed new customers but was at a loss as to how to find them. Cold-calling and networking don't work anymore and the Yellow Pages are hit and miss at the best of times.

Instead, what you want to do is set up a sales prospecting system that will generate qualified sales leads for you. This means that your marketing system will find and educate people about what you do and build your credibility to the point that they will contact you when they need your product or services.

Isn't this what all small business owners and salespeople want?

Just imagine how your business life – even your entire life - would be if you had a steady stream of warm prospects contacting you to buy what you were selling. No more cold-calling anxiety or worrying about covering the bills. And the only stress you would have is finding the time to service all those customers begging to do business with you.

Ok, I may be exaggerating a bit. But this could very well be your reality if you set your marketing system up as I'm going to suggest in the remainder of this course.

I want to take a moment here to preview the steps you're going to follow to get to this point to give you an idea of how they all fit together. I've always felt that people learn better if they know what they are going to be covering as well as why each step is so important.

Here are the steps of this course and the sequence in which I will present them:

1. Create something free (an offer) that your potential customers will perceive as valuable
2. Design your website so that you can build credibility with your potential customers and capture their contact information in exchange for your offer.
3. How to announce your offer in the most cost-effective ways possible and generate a buzz within your industry or market
4. Making contact. Your prospect contacts you to either get your offer or find out more about what you do. You set your system up to follow-up with them automatically. In this section you'll also learn why it is so important that they are contacting you and not the other way around.
5. Expanding the Relationship. Whether you've made the sale or not, we're going to discuss the best way to maximize the revenue you generate from your marketing system. You're going to see how to elegantly do so without sabotaging the trust you've earned to this point. Many find this the most enlightening (and certainly profitable) part of the course.

Essentially, this course is so much more than just a radically different way of [sales](#) prospecting. Really it is a trust-building machine. It is showing you the most cost-effective way to find a complete stranger that has never heard of you or your [product](#) and lead him down the path to the point that he recognizes you as the honest, competent and trustworthy [business](#) person that you are.

At the end of the day, isn't that what business is all about? Two people working together to find a mutually-beneficial solution because they trust each other?

I like to believe so.

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Part 3 – Your Offer

Welcome back! In the last section I gave you an overview of what will be upcoming in this course and how it all fits together so you will no longer have to cold-call to find new customers. Instead, you'll set up a marketing engine that will continue to provide you with a steady flow of customers for years to come.

Ahh… heaven.

Today we'll be covering a critical ingredient in your prospecting system. It is called your 'offer'. Basically, your offer is something that you are willing to give away for free to people who may be interested in doing business with you. In reality, you won't be giving anything away for free but I'm going to get to that in a moment.

Right now I want to talk about something critical to the future of your business. I don't care if you're the business owner or a salesperson working in a large organization - if you get this right you are going to see such a jump in your sales it is frightening.

I'm talking about your contact list. More specifically, I'm talking about your customer list and your prospect list. Listen carefully. If you take the time and make the effort to build a list of people that are interested in what you have to sell, build it in a cost-effective manner and follow up with them effectively, it is virtually impossible to fail in sales.

Read that again if you must because it is the basis of this course. Your goal is to build a list of people that have interest in what you sell, gain their permission to stay in touch with them and build relationships with each of them over time by providing information that solves their problems.

And it all begins with your offer. Your offer is something that you are going to give your prospects in exchange for the opportunity to start a relationship with them. Good offers always have three things in common:

1. They must be perceived as having value to your prospective customers
2. The must be made available at no cost to your prospective customers
3. The must be made immediately available and cost you very little or nothing

If you run a retail store a great offer may be something as simple as complimentary coffee. You can advertise it and since nearly everyone drinks coffee droves of people will come into your store. Each cup of coffee costs you very little in exchange for the opportunity of gaining a new customer. However, not all of us are retailers so let's look at other options.

I've always preferred to give away information as offers. If created properly it fits all the criteria I've listed above and it can be made immediately available through a website or via email.

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So what information can you provide your prospective customers that they will perceive it as having enough value that they will give you their contact information in order to get it?

If you're stuck, here is a hint. Solve their problems. What common problems do your prospective customers face on a daily basis? If you can find an offer that solves their problems and fits the criteria above, I'm sure you'll have a winner.

This course is a great example of an offer. After dealing with so many business people over so many years I know that finding new customers is a huge problem. I also know that cold-calling creates anxiety in a whole lot of people.

With this information I created this course to solve both of these problems. It didn't cost you anything except giving me your email address, it was made available to you immediately and (hopefully) you're finding it of value.

Really give some thought into what you want to use as your offer as it is critical to the steps that follow. Once you have your offer we're going to turn on the marketing but we're going to throw in a little twist. Rather than marketing your business we're going to be marketing your offer.

But before we do that we have the next part of this course. We'll be covering the important issue of your website and how this is one of the most valuable assets you can have for building credibility and trust. I'm going to make some suggestions as to how to set up your site and how to avoid some of the pitfalls that I see far too many business owners and salespeople making with their sites.

Homework to do before the next section: Decide on a great offer and give some thought about how you want to present it to your target market.

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Part 4 – Your Website

Okay, okay, okay. Did you come up with a great offer? Are you excited about being a few days away from never having to cold-call again? I sure hope so.

Today let's talk about websites. Now before you groan and say either, "I don't need a website because I run a small business in a local market" or "I have a website that I paid a fortune to have made and it has never made me a penny in return" just hang with me for a second.

The fact is that far too many business owners have had bad experiences with websites and many should feel jaded towards using the Internet for business purposes. There is a reason for that.

Nobody has ever told you why you should even have a website, let alone how to build one so that it makes you money.

Well, hold on to your shorts 'cause I'm about to enlighten you. For the purposes of this condensed course there are only two reasons that any small business should even have a website:

1. To educate customers and build your credibility as the expert in your industry
2. To distribute your offer in exchange for the contact information of your prospective customers.

That is it! No more. No less. You site doesn't have to cost a fortune. It doesn't have to be the prettiest site on the web and it certainly shouldn't take you more than a day or two to set up.

Surprised? Most people are. We've all been duped by web designers that want to build pretty websites but don't understand what businesses really need. *Businesses need sales.* More specifically, you want *sales leads* because you likely sell a product or service that will require some degree of personal attention – either a phone call or a meeting.

Please make sure you have this clear in your mind. You have a website to build credibility and generate sales leads for your business. It is critical that you understand this point.

So how does your website generate leads for your business? Well, do you remember that 'offer' that I had you work on yesterday? Now is the time to use it.

Here is what I'd like you to do. You're going to build a website that is designed to promote your offer and entice people to give you their contact information and permission to stay in touch with them in exchange for it.

This is not difficult to do if you know where to start and what you want to accomplish. To begin, take a look at the home page of one of my sites: www.nicepeoplecansell.com. On this site, I am selling my N.I.C.E. Marketing system as well as my consulting services.

However, on the homepage you can see that I really only have one thing in mind. That is to entice anyone interested in my book to sign up for my free newsletter and receive seven chapters of my book at no cost – this is my offer.

Now, this is just an example. You could decide that you prefer to make your offer just one of the options that your visitor has to choose from when he arrives on your site. I prefer to make my offers front and center because I figure that if someone isn't interested enough in exchanging their info for my offer they probably wouldn't be interested enough in my book or my consulting services to pay for them.

Like I said, it is up to you how you want to set up your site to promote your offer. It is imperative however, that you have a lead capture form on your site. This is usually a simple form on each page where people can fill in their name and email. When they click submit, their name and email is automatically added to your database (more on this later) and your offer is either emailed to them or they are directed to a page where they can pick up your offer.

I recommend two products when setting up a website designed for generating leads for your business. My favorite is a product called the Marketing Generator (MMG). It is what I use for about 90% of my sites. It allows me to make professional looking home pages in less than twenty minutes. I can customize these pages to the colors I wish and I can add audio or video if I wish. MMG also automatically adds new subscribers to a database and email system (we'll talk about this in Part 6) and automatically tests elements of the pages so I know that I am getting the best results from every one of my pages. It is a remarkable tool and I strongly suggest you take a look at it for yourself.

The other solution I recommend is SiteSell. This product is owned by Dr. Ken Evoy – a man I consider to be the nicest guy doing business on the Internet today. His hosting solution allows you to build websites regardless of your level of expertise and all of the elements that you require for this sales lead generation process are already built-in. The biggest advantage of using Ken's services though are all the free information he offers. If you want to know anything about doing business on the Internet you'll be able to find a course or e-book at SiteSell, probably for no charge.

Now you don't have to subscribe to either of these services. You can build your own site or you can find another solution that meets your needs. The important thing is that you build a site that allows you to collect names and that automatically adds those names to an autoresponder.

Right. This marks the end of Part 4. You should have your offer pretty well thought out and you're well on your way to knowing how you're going to build your lead-generating website.

The next section is the fun part – getting your message out to the world. I'm going to show you how to turn what is traditionally the worst part of selling (initiating contact) into the easiest and most fun part of your business day. Don't believe me?

See you then.

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Part 5 – Start Spreading the News

Welcome back. You now have a terrific offer in hand and a professionally-looking website designed to capture your prospect's contact information in exchange for your offer. Now the fun begins.

You're going to tell as many people about your offer as you possibly can and you're going to do this in ways that cost you very little or nothing. The important point to note in this section is that you are not promoting yourself or your business just yet. You are focused solely on getting people interested in your offer. If they should happen to see your offer and decide to contact you to buy immediately, great! That will happen but it is not the focus. Remember, we want to build that list.

There are literally thousands of ways to promote your offer. Visit any website about marketing and you'll find at least a handful. Turn on the TV, walk down the street or listen to the radio and you'll be exposed to hundreds of ads and marketing messages.

How you decide to promote your offer is completely up to you. It depends on your budget and your personality. I have always preferred direct response marketing methods myself because I know exactly what I am spending and I can measure the returns that I get.

Speaking of which, before you even think about spending money on marketing I'd like you to think about the life time value (LTV) of your customers. What is your average customer worth from the time he first pays you to the time he moves on and stops paying you? We're talking profit here, not revenue. You want to have a really good idea of how much each one of your customers is worth to you.

Why? Because only once you know the LTV can you determine how much you can afford to spend to get a new customer. Make sense?

Onwards…

Take 'em or leave 'em, here are my favorite ways of promoting offers. I am not going to get into the 'hows' of each of these because you are likely familiar with them and there are tons of resources available on the web and in the library. I will, however, share with you the resources I use if applicable.

Postcards. If you're selling a high-ticket item or service and each customer has a high life time value (LTV), the cost of printing and mailing out postcards to promote an offer can usually be easily justified. Postcards are cheap to produce and effective because the message is easy to see when it reaches the hands of your prospect.

Online and Offline Classified ads. Yes, you can use the lowly classifieds to promote your offer. They are cheap and often you can target specific geographical areas if you're

limited to where you can sell. Again, do the math on the LTV of your customers as the classifieds can get a little pricey.

Online Advertising. I strongly recommend pay per click (PPC) advertising on major search engines like Google.com and Yahoo.com. You can now target specific geographical areas so you will not be wasting money on people that are outside of your trading area. PPC advertising is a science in an of itself and it is easy to waste money without even knowing it. A great resource for ppc advertising is Perry Marshall's Definitive Guide to Google Adwords.https://www.getorganizednow.com/aff-cb-ultimateguide.html?hop=tonglc&hopId=53aa1d0e-132d-43d5-9c61-ee6eb0531988 I lost a whack of money on PPC before I discovered some of Perry's secrets. If you feel that PPC may be a good fit for you, I recommend you check out his book. You can do so by clicking here.

Flyers. Similar to postcards but usually even cheaper, simple flyers are very effective when blanketing a local area. A great tip with flyers is to include a fax back form. For some reason, people that won't pick up the phone to call you or visit your website will send in a fax-back form. This approach is especially effective if you're targeting a less technically savvy or older market.

Email. The most basic and cheapest method of all. Did you see a business that you would like to do business with? Instead of calling them, send an email. Create a nice, polite introductory letter highlighting your offer and send it out. Keep your letter on file so you can cut and paste it quickly to send out many emails in a short period of time.

By the way, this is not SPAM. Include your real name and business address as well as an "unsubscribe" line at the bottom of your email and you are complying fully with the legal use of business email. It is only when someone asks you to stop emailing them and you continue that it becomes illegal.

There are some ideas to get you started. I'm sure you have many more that you would like to test. Ah, important point! Test everything! Count how many emails you send out and how many people download your offer. Same with postcards, flyers, everything you do. If it can be measured, measure it.

This is critical because you want to test small and roll out with the ideas that work. If you don't test, you'll never know if you're making or losing money. This is a predicament that far too many business owners put themselves in.

Test, measure, roll out. That is the winning combination.

Ok, you should have some ideas brewing for how you're going to be spreading the word about your offer. You want to reach as many people as possible at the lowest cost per contact as possible. Figure out your LTV per customer and you'll be miles ahead of much of your competition.

Take a break now and a few deep breaths. The last two lessons were both quite long. I know and I apologize. I kept going back to cut things out to make it easier for you to get through but every time I did I dropped something that I felt you needed to know. Sorry but I prefer to give you all the information rather than only giving you part of the solution.

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I promise the next two lessons are much shorter. More importantly, we're getting into the part of the [process](#) where you start seeing some returns for your time and effort. New prospects, new customers and more revenue. Exciting times!

See you tomorrow.

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Part 6 – Houston. We have contact.

I promised I would keep the next two lessons short and I've done that. In fact, this part is the shortest section in the course but it may just be the most exciting. This is the part where your dreams are answered and prospects begin contacting you to do business with you.

Let's recap what we've done so far. You have your offer, you've built a website designed to capture contact information and distribute your offer automatically. Finally, you've started promoting your offer through whatever marketing methods you've deem appropriate.

Can you guess what happens next? Yep, people start contacting you. They are contacting you for one of two reasons. Either they want your offer or they want to find out more about what you do. Both results are perfectly acceptable.

If they want your offer they are going to go to your website and complete the form that you have place there. Your site will automatically distribute your offer after collecting their contact information and putting it into your auto-responder series. If they want to learn more about what you do they will most likely pick up the phone and call you.

Whatever happens you have located someone that is interested in what you do. Congrats!

Now before you go thinking that this is some small feat, don't! This is huge and I'm going to tell you why in just a minute.

Before I do that, let me describe what is going to happen time and time again. People will contact you and they will buy or they won't buy. OK? Or they will subscribe to your mailing list and you will continue to send them emails and they will stay on your list and become more and more comfortable with you or they will unsubscribe and you will likely not hear from them again.

If they stay on your list you are building a relationship with them. You are going to send them quality information that continues to help them solve their problems. You are going to do this through the auto-responder on your website. You are not going to send them sales letters all the time but rather information of value. You are building your credibility as the expert in your field and proving to them that you are trustworthy.

It could be that they do not have an immediate need for what you sell… and that is ok. Leave them on your list and keep in touch with them. When they are ready to buy, it is very, very likely that they will come to you and only you because you now have a relationship.

An important point to make here is that eventually they contact you. Not the other way around. This is vitally important and here is why.

Back in the old days (what, 5 days ago?) when you were out cold-calling and 'banging on doors' for business you were making the initial contact with your potential customers in the majority of cases. In other words, you made contact with them to get their business, correct?

With this system, your message got through using whatever marketing methods you chose and made the prospect aware of your offer. The offer was enticing enough that they needed to find out more and contacted you.

Who contacts whom first is very important. People want to do business with people who are already successful. And as blunt as this may seem, successful people do not spend their time cold-calling lists and begging for business. They are out selling and servicing new customers.

Does this make sense? All other things being equal when a customer contacts you to set up a meeting, you hold much more power than when you initiate the call and ask for the meeting.

I don't want to get into the whole psychology behind it but you know that what I am saying is true. Your marketing system will find and educate prospects to the point that they contact you to do business. You just need to ask for the order.

Well, this part was a bit shorter, I guess. Tomorrow we're going to cover how to leverage your lead generation system and maximize your revenue per customer. Remember that LTV you calculated earlier? Well, forget about it because it is about to shoot through the roof.

See you tomorrow.

Part 7 – Expanding the Relationship

Whew! Last day. Pretty soon you'll be rid of me and you can start building your lead-generating marketing machine. Woohoo!

But before I leave you I want to share with you a couple of more secrets. You now have a system that is generating sales leads for you on a regular basis and you're building a list of prospects and customers that know you and trust you.

Ideally, you should be separating customers from prospects but you don't necessarily have to do this to begin really upping your profits.

At this point you are miles ahead of anything that your poor competitors are doing. While you're meeting with customers and signing new contracts, they are still working the phones and popping Alka Selzer to curb their stress-induced ulcers.

Here is an idea. If you feel sorry for them why don't you sell them some of your leads? I'm kidding, of course but this does tie in with what we're going to talk about today.

Today's topic is leveraging your list and maximizing your revenue. Sounds exciting, doesn't it? Well it is.

Here is the thing. You are only one person and you have limited hours in each day in which to sell. If you are a local business owner or a salesperson you may also be limited by a specific geographical area in which you can sell. In the past, both of these factors have severely hampered how much money   you can make because you are not using leverage to your advantage.

Not anymore. Leverage essentially means getting more done with less effort. The marketing system presented in this course is really all about leverage. Whereas before you could only contact and speak to one person at a time on the phone or in person, now between your website, your marketing materials and all of those automated emails you're sending out you can get your message out to hundreds or thousands of people at once. That is leverage.

Because you have a growing list of people that know, like and trust you as the expert, you have power. You can now proactively contact them via email when you have something to say. And because you have a relationship your subscribers will listen.

Think for a minute about what that means. You are limited by what you can do in a day, right? But you're not limited by the efforts of others. You can work with partners to present your subscribers further solutions to their problems.

Just like you, everybody wants business leads. Now that you have a system to generate leads and you have a list of subscribers that know and trust you it is time to use leverage… again.

What other problems do your subscribers have that you can't handle? Find someone that can solve those problems and set up a partnership. You can refer your subscribers to your partner in exchange for a referral fee or commission.

Now before you go saying that this is unethical, there are a couple of points that need to be made clear. First, you never ever recommend a product or service that you haven't tried or don't believe in whole-heartedly. The fastest way to lose the trust of your subscribers is by recommended bad solutions.

Second, only recommend partner solutions occasionally. The second fastest way to lose the trust of your subscribers is by hammering them with sales letters. That is annoying and in fact, unethical. Don't ever abuse your subscribers!

These types of partnerships are often called Joint Ventures (JVs). Structure them so that your subscribers benefit, your partner wins and you win and you'll see your profits explode. You can get more revenue without doing anything more than sending an email to your list.

Last thing about JVs. Consider every potential partnership from the point of view of your customers. If a partner's product or service will undoubtedly be of value to them then go for it. Remember, everybody's time is worth money. By honestly recommending quality solutions to your list you'll be helping them solve their problems while saving them time and aggravation. It is a win/win solution.

OK, time to say good-bye. I hope you have enjoyed this course as much as I have enjoyed preparing it for you. Please do not let this information sit in your inbox. Use it. Implement the ideas presented here. They work. They work for me, my clients and hundreds of my subscribers who took the time and made the effort to put their marketing system in place.

It really does not take very long to set up and you can absolutely do it yourself. I've given you the tools that I use so now it is up to you. But if you get stuck and you need some help, I'm just a phone call away. Happy Selling!

Part Eight – A Special Thanks

I want to thank you for taking the time to review this course. I hope that you found it useful and that you'll be able to apply this strategy to grow your business.

Feel free to check out my Definitive Guide to Modern Sales Prospecting. It is the full course that takes the concepts provided here and blows them out in greater detail. I even give you the actual resources I use with my own businesses and setting up sales prospecting systems for my clients.

You are free to sell or give this course to anyone that you feel may benefit from its contents. However, you cannot change any of the contents or format in any way. I think that is fair. If someone sells for a living, they can likely benefit from this course. Let's rid the world of cold-calling, shall we?

I would love to hear what you thought of this course or any success stories you may achieve as a result of these ideas. You can leave any comments or feedback by visiting www.modernsalesprospecting.com/contact.htm