What is Prospecting?
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The actual sales process can be divided into four key areas:

- **Prospecting**
  - Searching for potential business and customers

- **Qualifying**
  - Asking questions to determine the potential interests and viability of a sale

- **Presenting**
  - Presenting your services or product in a way that meets the needs of the customer or adds value, which is determined in the qualifying step

- **The Close**
  - Writing the account and concluding the sales transaction

Prospecting is the foundation of the sales process and should be the most time consuming activity!

It is the most important step in the selling process!
The “Key” to Successful Prospecting

Become an expert!

- Prospecting is not a chore – it is an essential part of selling
- Self-educate to master prospect markets
- Run the numbers
- Determine a dollar value for each prospecting call based on your conversion rates and improve your prospecting skills to improve your conversion rates
  - 150 calls net 50 appointments

Simple Formula

- I want to earn _____ dollars this year
- I want to close _____ % of the people I prospect
- This means I have to make _____ prospecting calls per day, week or month

The amount of prospecting done today determines your future revenue!
The Biggest Obstacle to Prospecting

Fear

– This is why many sales people do not prospect effectively

Take a look at these numbers:

– 80% of sales come after five or more calls to the same customer
– 48% of all sales people make only one call per customer
– 25% quit after the second call
– 12% quit after the third call
– 10% of all salespeople keep calling until they have a sale or a very definite no from the prospect. These salespeople are the most successful and some of the highest paid people in the world. They strive for excellence, not perfection, and quality not quantity. KEEP CALLING UNTIL YOU REACH THE DECISION MAKER!

A few of the main causes of fear are:

– Lack of skill or confidence
– Poor preparation
– Poor self-image
– An unhealthy need for approval
– Negative thoughts or self-talk
– Becoming emotionally involved in customer decision making
The Pros/Cons of Prospecting Sources

- List providers
- Cold calling
- Direct mail
- Publication marketing
- Networking/referrals
- Internet optimization
- Vertical markets
- Partnerships
List Providers

Who is the list for?

What to look at when selecting a list house/provider
  – Freshness of the list
  – Accuracy of information provided
  – Availability/uniqueness

Expense Expectations

Agreements
  – No long-term commitment

Send an introductory letter, or marketing piece. Then follow up with a call.

Use Agent Partner Services to make calls.
Current Lead List Providers

- www.idexec.com
- www.goleads.com
- www.salesgenie.com
- www.netprospex.com
- www.jigsaw.com
- www.hoovers.com
- www.dnb.com
- www.listengage.com
Prospecting Scripts

- You need a 15 to 30 second “elevator” statement/attention grabber

Stick to a pipeline. 20 calls a day. You must not waiver from your plan. This becomes habitual.

Go out in pairs if possible. It is easier to cold call in pairs than alone.

Expect to hear, “No.” (but keep you enthusiasm up) Celebrate hearing “Yes”.

You are a consultant, not a salesperson. You are not asking for money.

Vertical cold calling
- Example: Go after high average ticket merchants leading with PIN-based debit. Go after merchants who logically would need gift solutions with gift cards. Go to SIC codes known to take checks with and ECA offer

Mix it up! Be creative and differentiate yourself

Knowledge
- You are going after merchants who, for the most part, are acceptors. You need to know more than the next guy.

Sell value, not price.
“Cold Call” Example to Business Owner

Excuse me. I’m a business owner in the community just like you and I see you’re accepting credit cards.

My company consults with businesses on their payment processing. Just curious? How did you decide on the credit card processing company you are using now?

I just went to my bank. (The more they talk, the better for you. Ask questions.)

Is there anything you would like to see improved in how you are accepting credit cards now?

Not really. Lower fees I guess... (The more they talk, the better for you. Ask questions.)

Interesting... You know, maybe we can help each other. I don’t have a lot of time right now because I’m backed up on client appointments but if you’re willing I can get back with you about a second opinion on your credit card processing. I don’t want to waste your time or mine, but you wouldn’t believe some of the things I uncover.

I’m ok. No.

I understand. Here’s my card and brochure in case you change your mind. I own the agency. We use First Data, one of the largest processors in the world. ...but are you sure? It seems a shame. It doesn’t cost you anything and I’ll do all the work.... You know, not only can I probably save you money but I can also give you ideas on increasing sales and even uncover holes in your card security.

Can you give me a copy of your last statement to take with me? That’s all I need to get started. I’ll complete an analysis and you can be the final judge. Ok?

We specialize in helping businesses. Our backend processor, First Data, is one of the largest transaction companies in the world. You may be familiar with their other companies, TeleCheck®, and STAR®. They process for 36 of the top 100 retailers in the nation and millions of other businesses just like yours.

– Names like Albertson®, Dillard’s®, Wal-Mart®, Home Depot®, Shell®, Mobil®, and Exxon*

If you could take advantage of the same systems and pricing that they use without the capital expense of their large POS computers, would that make sense for your business?

Okay, I have one question for you: Three people walk in the door; one has a Gold MasterCard®, one has a paper check and one has a gift certificate. Which transaction is easier for you to run and why?
Direct Mail

The “Offer”
- What is your hook? How do you separate yourself from every other card processor in the market?
- Incentive gift/awards

Cost of acquisition
- Rate of response – expect 0.75% to 2.25%

Work off the competition’s direct mail campaigns
- “Did you get my card Mr. Merchant?”

Vertical market direct mail campaign

Ability to follow up
- Do you have the proper infrastructure for this type of campaign?
Publication Marketing

Be unique, but send a clear message
   – Emphasize programs and opportunities that others are not pushing

Manage the dates of the publication. Maximize the bang for your buck.

Vertical marketing – ethnic publications, trade publications, internet publications, etc.

Do not get into long term agreements. Beta test and assess quickly!

Return on investment
Networking/Referrals

Develop profitable, win-win relationships with every new person you meet

Ask “feel-good” questions
   — Simple questions that make your new prospects/potential referral sources feel good about themselves, about the conversation and about you.

All things being equal, people will do business with...

“Feel-good” questions
   — “How did you get started in the ‘widget’ business?”
   — “What do you enjoy most about what you do?”

One “key” question...
   — “Joe, how can I know if someone I am speaking with would be a good prospect for you?”

First Data
Networking/Referrals

Nothing builds trust and credibility with prospects more quickly than actually referring business to them.

Get the prospect’s business card.

Nurture this new relationship.

The typical person knows about 250 people.
   —Every time you meet one new person and develop a relationship, your personal prospect list increases by 250 people.

Send Thank You cards to those who buy from you.

90/10 Rule

Endorsement letters.

ALWAYS ASK!
Internet Optimization

Pay per click

Here are a few things to take into account when considering search engines:

– Key words
– Search engine rules
– Have clear expectations
– Search engines are not the only option (Get you offer on other busy websites through partnering)
Vertical Markets

Become an expert in what you like
  – Become a solution seller/consultant
  – Market (Restaurants, Hotels, Online Merchants)
  – Product (Wireless, ECA, Gift Card)

Market Solutions Kits
  – Recruit one sales rep for each kit (Home service, Auto Aftercare...)
  – Keep him or her focused to become your expert for that market

Have an office full of experts rather than trying to know everything about the business

Partner with affiliated entities in a particular vertical market
Partnerships

Associations and Franchises
– Offer revenue back to the association
– Association can promote this as another benefit of belonging to the association or franchise
– Bring unique value to the association (e.g. a veterinarians’ association, where we donate x amount of processing to a local animal shelter)

Web Hosting/Site Development Companies
– Partner with the leader in Internet commerce
– Template website with World Payment Services
– Boarding tools second to none
– No risk, drive revenue
– World Payment Services will handle the boarding of the accounts and service
Partnerships

Banks

– Value of partnering with First Data
– Tier 1 and Tier 2 opportunities
– Bank takes no risk and drives revenue
– Become an retention device – majority do not leave bank when processing services are tied
– Value added sell that may keep merchant from going to a competitor bank for merchant services
– More product offering to bank clients
– Their bankers can do their bank jobs without worrying about merchant service agreements and/or service issues

VARS

– Integrated POS (See First Data Certifications)

The Road Less Traveled
Partnership Basics

Try to meet the partner face-to-face whenever possible

Join any Association you are working with

Attend meetings/Tradeshows/Conventions

Come up with promos and incentives

Stay in front of them

Get their involvement (endorsement letters, etc...)
Summary of Prospecting Sources

List providers
Cold calling
Direct Mail
Publication marketing
E-mail marketing
Networking referrals
Internet optimization
Vertical markets
Partnership
  – Associations
  – Banks
  – Web hosting/site design companies
  – Value added resellers (VARS)