

**HOW TO FILL A PIPELINE
WITH**

**COLD
PROSPECTING**

GRANT CARDONE

Benefits of Cold Prospecting

- Cost Effective
- Preemptive
- Fewer and Fewer Using Cold Calls
- Targeted Prospect
- Empowers You
- Establishes New Relationships

Cold Prospecting Basics

1. Frequency > Perfection
2. Preparation Is Vital
3. Proper Expectations of What Is Required

The ALWAYS of Cold Prospecting

- Honest, Transparent, and Straight Forward
- Be Persistent
- Identify and Solve Problems
- Be Respectful
- Be Memorable
- Be Credible, Use 3rd Party Info to Validate Claims

The Golden Rule of Prospecting

NEVER RELY
on 1 Form of Communication

The Cold Prospecting Process

1. Intro
2. Reason/Big Claim
3. Qualify/Fact Find
4. Close

Methods of Communication

- Cold Call
- Cold Email
- LinkedIn
- Text Message
- Personal Visit
- Handwritten Letter

Takeaways

- Don't get paralyzed in thought – GET STARTED
- Frequency and persistence are key
- Follow a process.... Every time
- Use every means available – be OMNIPRESENT