

## Components of Approaching Prospects

**Question:** Will my friends not automatically contact me when they need financial advice? Why should I prospect?

**Answer:** People, including your friends, who need financial advice, generally do not come to you automatically. You need to identify and approach them for appointments using appropriate prospecting method.

**Question:** Do I really need to count the calls made? Shouldn't I just focus on the number of appointments?

**Answer:** It is vital to track the results of sales call to determine what you need to improve to achieve your prospecting goals.

**Question:** What should I do if a prospect keeps postponing the appointment?

**Answer:** If a prospect keeps postponing appointments, you should ask the prospect for a suitable time when you can meet him or you can leave your visiting card, so that the person can approach you in case he or she needs your advice in the future.