



AN EASY FRAMEWORK TO BEGIN PROSPECTING INTO A NEW TERRITORY



1. IDENTIFY YOUR IDEAL CUSTOMER

2. IDENTIFY COMPANIES YOUR ICP
WORKS FOR - I PERSONALLY LIKE
USING APOLLO.IO FOR THIS

3. PARSE DOWN THE LIST TO HAVE
300-400 ACCOUNTS

4. IDENTIFY WHO YOU WILL BE
REACHING OUT TO AT EACH
COMPANY --- IDEALLY 5-10 TARGETS
AT MINIMUM. THE BIGGER THE
COMPANY THE MORE TARGETS

5. BEGIN SEGMENTING THOSE
CONTACTS BY PERSONA I.E. VP OF IT

6. CREATE MESSAGING FOR EACH
PERSONA AND BEGIN REACHING OUT



IF YOU WANT TO BECOME HYPER
FOCUSED ON WHAT YOU BELIEVE WILL
BE YOUR HIGHEST ROI ACCOUNTS



CREATE A TOP/NEXT 25 ACCOUNT
LIST. THOSE ACCOUNTS AND
CONTACTS ARE WHERE YOU WILL
SPEND 80% OF YOUR TIME

THE OTHER 250-350 ACCOUNTS IS
WHERE YOU SPEND THE OTHER 20%
OF YOUR TIME IF YOU WANT TO
FOLLOW THE PARETO PRINCIPLE



IN WHICH 80% OF SALES REVENUE
COMES FROM 20% OF YOUR CLIENTS

IN THIS CASE THOSE 50 ACCOUNTS
ARE WHERE YOU WILL WIN 80% (OR
MORE) OF YOUR REVENUE



IF YOU FOUND THIS PROSPECTING
BREAKDOWN HELPFUL CONSIDER
HITTING THE REPOST BUTTON TO
SHARE IT WITH THOSE IN YOUR
NETWORK