

Module 4: Prospecting & Lead Generation

Training Guide for One-on-One Session

Duration: 30 minutes

Week: 4

Phase: Foundation (Weeks 1-4)

Session Overview

Prospecting is the lifeblood of sales success. Without a consistent flow of new opportunities, even the most skilled closers will eventually run out of deals. This module teaches the principles of fanatical prospecting, drawing from Jeb Blount's proven methodologies and adapting them specifically for private lending sales.

The session focuses on building sustainable prospecting habits, leveraging multiple channels effectively, and creating a 30-day prospecting plan that generates predictable pipeline growth. By the end of this module, participants will have a clear action plan for filling their pipeline with qualified opportunities.

Learning Objectives

By the end of this session, the salesperson will be able to:

1. **Understand the economics of prospecting** and why consistent activity is non-negotiable for sales success
2. **Implement a multi-channel prospecting strategy** using phone, email, social media, and referrals
3. **Create a 30-day prospecting plan** with specific daily activities and targets

4. **Overcome call reluctance** and develop the mental toughness required for consistent prospecting
 5. **Track and optimize prospecting metrics** to improve conversion rates over time
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The Prospecting Imperative

Prospecting is the one activity that separates top performers from everyone else. While average salespeople prospect sporadically when their pipeline looks thin, elite performers prospect consistently regardless of how busy they are. This discipline creates momentum, predictability, and long-term success.

The Pipeline Math:

Understanding the numbers makes prospecting non-negotiable. Here's a typical conversion funnel for private lending:

- **100 prospecting contacts** → 20 conversations (20% contact rate)
- **20 conversations** → 8 qualified opportunities (40% qualification rate)
- **8 qualified opportunities** → 2-3 closed deals (30% close rate)

To close 10 deals per month, you need approximately 350-400 prospecting contacts. This breaks down to 15-20 new contacts per day. These numbers will vary by individual, but the principle remains: consistent prospecting activity creates predictable results.

The Feast-or-Famine Cycle:

Many salespeople fall into a destructive pattern. When their pipeline is full, they stop prospecting to focus on closing deals. After closing those deals, they realize their pipeline is empty and panic. They then prospect frantically until the pipeline fills again, repeating the cycle. This creates income volatility and unnecessary stress.

The solution is simple but requires discipline. Dedicate time to prospecting every single day, regardless of how busy you are with current opportunities. Even 30-60 minutes of focused prospecting activity maintains pipeline health and prevents the feast-or-famine cycle.

The 30-Day Prospecting Plan

A structured prospecting plan removes decision fatigue and creates consistency. Rather than wondering what to do each day, you follow a predetermined plan that ensures balanced activity across multiple channels.

Week 1: Foundation & List Building

The first week focuses on preparation and building your target prospect list.

Daily Activities:

- Identify 50 ideal prospects who match your target profile (real estate investors, property flippers, landlords)
- Research each prospect to understand their business and current situation
- Gather contact information (phone, email, LinkedIn profile)
- Prepare personalized opening messages for each prospect
- Make 10 prospecting calls to warm up your skills

Week 2: Multi-Channel Outreach

Launch your outreach campaign using multiple touchpoints.

Daily Activities:

- Make 20 prospecting calls (focus on connecting, not selling)
- Send 30 personalized emails to prospects
- Connect with 10 prospects on LinkedIn with personalized messages
- Follow up with anyone who responded to previous outreach
- Track all activity and responses in your CRM

Week 3: Follow-Up & Relationship Building

Persistence pays off. Most deals happen after multiple touchpoints.

Daily Activities:

- Follow up with prospects from Week 2 who didn't respond
- Make 15 prospecting calls to new prospects

- Engage with prospects' social media content (comment, share, like)
- Send value-add content (market updates, relevant articles) to prospects
- Schedule and conduct discovery calls with interested prospects

Week 4: Optimization & Expansion

Analyze what's working and scale successful approaches.

Daily Activities:

- Review metrics to identify highest-converting channels
 - Double down on what's working, reduce what isn't
 - Ask satisfied clients for referrals
 - Identify new prospect sources (networking events, industry groups)
 - Continue baseline prospecting activity (15 calls, 20 emails per day)
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Multi-Channel Prospecting Strategy

Relying on a single prospecting channel is risky and inefficient. Different prospects prefer different communication methods, and using multiple channels increases your chances of connecting. The key is to integrate channels strategically rather than randomly.

Phone Prospecting

The phone remains one of the most effective prospecting tools when used correctly. It allows for real-time conversation, relationship building, and immediate feedback.

Best Practices:

- Call during optimal times (8-9 AM, 4-5 PM for business owners)
- Use a strong opening that captures attention in 10 seconds
- Focus on starting a conversation, not delivering a pitch
- Ask permission to continue before launching into questions
- Leave voicemails that create curiosity without giving everything away

Sample Opening: “Hi [Name], this is [Your Name] with Vertex Private Funding. I work with real estate investors in [area] who are looking for faster approvals and more flexible lending terms. I’m not sure if this is relevant to you, but do you have 30 seconds for me to explain why I’m calling?”

Email Prospecting

Email allows you to reach more prospects efficiently and provides a written record of your outreach. The challenge is cutting through inbox clutter with compelling messages.

Email Formula:

1. **Subject Line:** Create curiosity without being clickbait
2. **Opening:** Reference something specific about them or their business
3. **Value Proposition:** Explain what you do and who you help in one sentence
4. **Call to Action:** Make it easy to respond with a simple yes/no question

Sample Email:

Subject: Quick question about your [City] investment properties

Hi [Name],

I noticed you recently closed on a property in [neighborhood] - congrats! I work with investors like you who are scaling their portfolios and often need faster, more flexible financing than traditional banks offer.

We specialize in DSCR loans and fix-and-flip financing with 24-hour approvals and up to 90% LTV. Many of our clients were frustrated with slow bank processes before finding us.

Would it be worth a quick 15-minute call to see if we could help you close deals faster? Happy to share some recent examples from investors in your area.

Best,
[Your Name]

LinkedIn & Social Selling

LinkedIn is particularly effective for B2B prospecting in real estate. It allows you to build credibility, demonstrate expertise, and warm up prospects before direct outreach.

LinkedIn Strategy:

- Optimize your profile to showcase expertise and results
- Share valuable content regularly (market insights, success stories, tips)
- Engage with prospects' content before reaching out
- Send personalized connection requests with a reason for connecting
- Use LinkedIn messaging for warm follow-up after connecting

Connection Request Template: “Hi [Name], I see you’re active in [area] real estate investing. I work with investors who need flexible financing for their deals. I’d love to connect and share some insights on what’s working in today’s market.”

Referral Prospecting

Referrals are the highest-quality leads because they come with built-in trust and credibility. Every satisfied client should be asked for referrals, and you should make it easy for them to refer you.

Referral Request Script: “I’m glad we could help you close that deal successfully. I’m always looking to work with more investors like you. Do you know anyone in your network who might benefit from our fast approval process and flexible terms? I’d be happy to extend the same level of service to anyone you refer.”

Make Referrals Easy:

- Provide a simple one-page overview they can share
 - Offer to make the introduction yourself
 - Follow up quickly when they provide a referral
 - Thank them and keep them updated on the outcome
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Overcoming Call Reluctance

Call reluctance is the biggest obstacle to consistent prospecting. Even experienced salespeople struggle with the fear of rejection, interrupting people, or sounding pushy. Overcoming this requires both mindset shifts and practical techniques.

Mindset Reframes:

Reframe #1: You’re not interrupting; you’re offering value.

Most real estate investors struggle with financing at some point. By reaching out, you’re potentially solving a problem they have or will have soon.

Reframe #2: Rejection isn’t personal; it’s just timing.

When someone says no, they’re not rejecting you as a person. They’re simply saying “not right now” based on their current situation.

Reframe #3: Prospecting is a numbers game.

Every no gets you closer to a yes. If your conversion rate is 20%, you need to hear no four times to get one yes. Celebrate the nos because they’re progress toward your goal.

Practical Techniques:

The Power Hour: Block one hour daily for focused prospecting with no distractions. Make it non-negotiable in your calendar.

Warm-Up Routine: Start with easier calls (existing clients, warm leads) before tackling cold prospects.

Accountability Partner: Partner with a colleague and report daily prospecting activity to each other.

Gamification: Set mini-goals and reward yourself for hitting activity targets (not outcome targets).

Prospecting Metrics & Optimization

What gets measured gets improved. Tracking key prospecting metrics allows you to identify what’s working, what isn’t, and where to focus your efforts for maximum

return.

Key Metrics to Track:

Metric	Definition	Target
Prospecting Contacts	Total outreach attempts (calls, emails, messages)	20-30 per day
Contact Rate	% of attempts that result in a conversation	20-30%
Qualification Rate	% of conversations that become qualified opportunities	30-40%
Conversion to Discovery	% of contacts that schedule discovery calls	10-15%
Time to First Meeting	Average days from first contact to first meeting	< 7 days

Weekly Review Process:

Every Friday, review your prospecting metrics and answer these questions:

1. Did I hit my activity targets this week?
2. Which channel produced the most conversations?
3. Which prospects responded best to my messaging?
4. What objections did I hear most frequently?
5. What will I do differently next week?

Optimization Strategies:

If contact rates are low: Test different calling times, improve your opening, leave better voicemails

If qualification rates are low: Improve your targeting, ask better qualifying questions early

If conversion to discovery is low: Strengthen your value proposition, create more urgency

Session Delivery Guide

Opening (5 minutes):

- Review Module 3 application and wins
- Discuss current prospecting habits and challenges
- Set expectations for building a sustainable prospecting system

Core Teaching (20 minutes):

- Explain prospecting economics and pipeline math (5 minutes)
- Walk through 30-day prospecting plan (5 minutes)
- Demonstrate multi-channel approach with examples (5 minutes)
- Address call reluctance and mindset (5 minutes)

Action Planning (5 minutes):

- Review Action Worksheet
 - Help them set realistic daily prospecting targets
 - Schedule accountability check-ins
 - Answer questions and provide encouragement
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Key Takeaways

1. **Prospecting is non-negotiable** - consistent daily activity is the only way to maintain a healthy pipeline and avoid feast-or-famine cycles.
2. **The numbers don't lie** - understanding your conversion rates allows you to reverse-engineer the activity required to hit your goals.
3. **Multi-channel prospecting** is more effective than relying on a single channel; integrate phone, email, social media, and referrals.
4. **Call reluctance is normal** but can be overcome through mindset reframes, practical techniques, and consistent practice.

5. **Track and optimize** your metrics weekly to identify what's working and continuously improve your approach.
 6. **The 30-day prospecting plan** provides structure and removes decision fatigue, making it easier to maintain consistency.
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Preparation Checklist

Before delivering this session:

- Review the salesperson's current prospecting activity and results
 - Prepare examples of successful prospecting messages from your business
 - Have CRM or tracking system ready to demonstrate activity logging
 - Identify specific prospect sources relevant to their territory
 - Prepare to role-play prospecting scenarios
 - Review their Action Worksheet assignments
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This training guide is designed for a 30-minute one-on-one session. Adjust depth and examples based on the salesperson's experience and specific challenges.