



## Prospecting: The Key to Your Future Success

By III Velton W Showell

Outskirts Press, United States, 2013. Paperback. Book Condition: New. 224 x 147 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Many times prospecting is unfairly linked to straight cold calling. Cold calling is the function of picking up the phone and calling the first name on the list, or the screen, and reading a script or making it up as you go along. Sometimes it means just showing up on a potential client's doorstep in an attempt to turn a prospect into a customer. While cold calling is one aspect of prospecting, it is one of the most ineffective. As we will discuss later, it's a very hit or miss philosophy. Prospecting should be strategic and follow an identification process, similar to the old TV series Colombo, where actor detective Peter Faulk used a myriad of tactics to piece together the puzzle in an effort to turn suspects into prospects and eventually into customers of the judicial system. The obstacles that are encountered as you go through the prospecting process are outlined. We will address and recommend proven tactics to diffuse the many issues that arise as we accomplish our objective. Once we understand why...



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