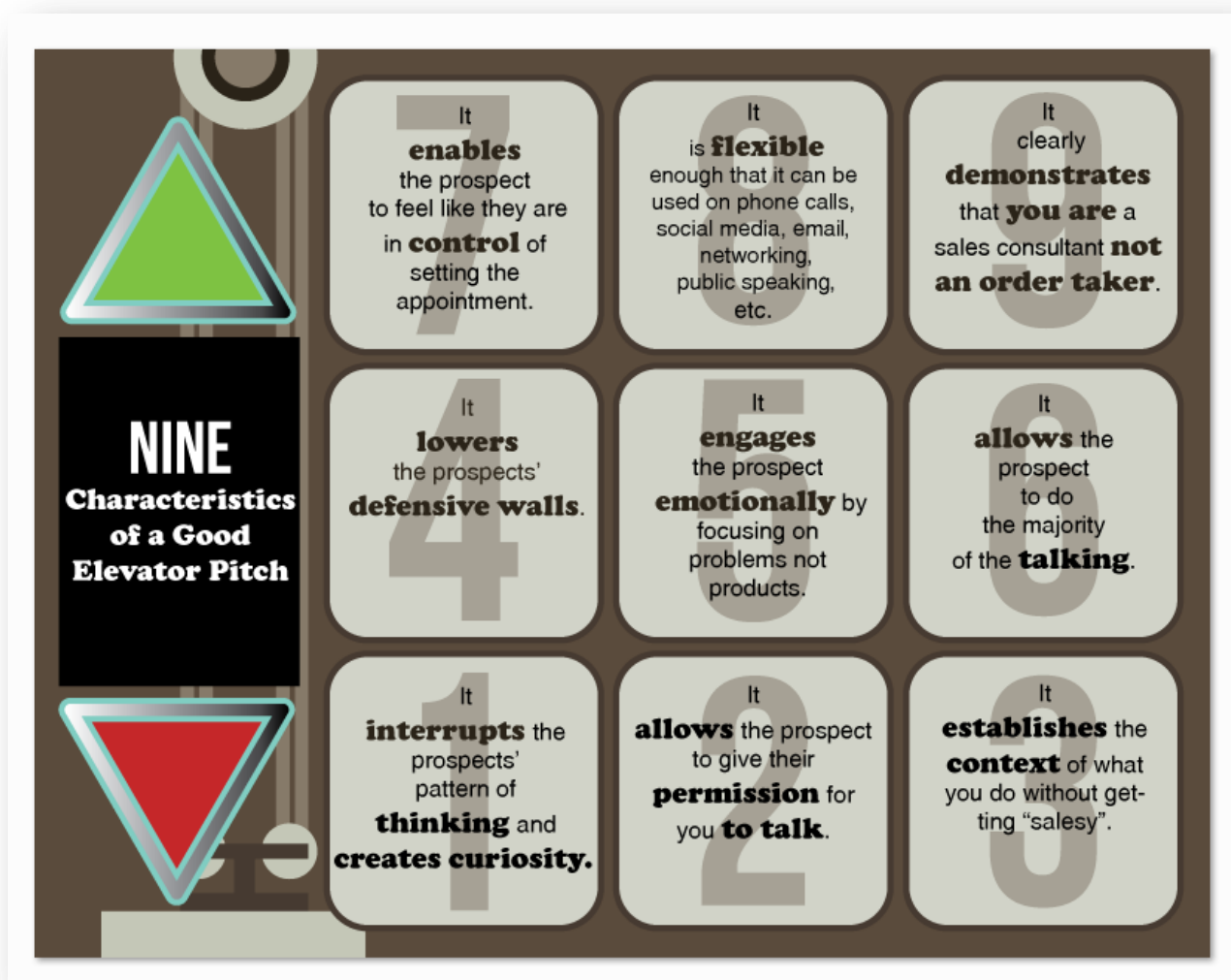


## BONUS TRAINING MATERIAL

Use the infographics to help you improve your sales prospecting and appointment setting efforts. If you have questions feel free to ask them in the comment section below or post them in the Hansen University Facebook Community. Enjoy!



Which of these nine characteristics is missing from your elevator pitch?

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Finding time to schedule more sales appointments can be difficult. Use the 11 ideas below to help you make a plan to find more time for sales prospecting.

**Tips For Finding More Time For Sales Prospecting**

**Motivation:** Deal with call reluctance, fears and mind games first.

**Competency:** Role play and practice your skills to build confidence.

**Pre-Plan:** On Fridays schedule time in the following week for prospecting.

**Avoid the ends:** Focus you're prospecting on Tues, Wed and Thurs. Mon and Fri are typically harder to connect with prospects.

**No double booking:** When you have schedule prospecting time, DO NOT double book.

**Goals:** Be clear on your personal goals and how new business development impacts those.

**Delegate:** Where possible, delegate lead generation and appointment setting to separate department.

**10 before 10 Rule:** Before 10am each day, speak to 10 new leads.

**Remove Distraction:** Shut down your email. Close your internet browser. Put phone on "do not disturb". Close office door.

**Accountability:** Have a partner who will ask you if you met your prospecting goals for the week.









**Track:** Track and monitor your numbers and results. Chart your progress.

Which two ideas could you put to work this week to make a difference for yourself?

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Sometimes it can be difficult getting a response from your sales prospect. Use the below tactics to increase the response rate from a prospect.

## HOW TO INCREASE THE **RESPONSE RATE** FROM A PROSPECT

<p><b>Content</b></p> <ul style="list-style-type: none"> <li>-Send a relevant &amp; valuable article, video podcast, etc. prior to attempting to solicit</li> </ul>	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>-Use someone else's name</li> <li>-Be introduced</li> <li>-Used LinkedIn</li> <li>-Use Gate Keepers</li> </ul>	<p><b>Events</b></p> <ul style="list-style-type: none"> <li>-Research</li> <li>-Plan ahead</li> <li>-Leverage network</li> <li>-Add value 1st, sell 2nd</li> </ul>	
      			
<p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>-Send personalized connection request</li> <li>-Research</li> <li>-Content</li> <li>-Messages</li> </ul>	<p><b>Phone</b></p> <ul style="list-style-type: none"> <li>-Short messages</li> <li>-First name only</li> <li>-No pitching</li> <li>-Ask for "help" or "advice"</li> </ul>	<p><b>Email</b></p> <ul style="list-style-type: none"> <li>-Short questions</li> <li>-Subject line only</li> <li>-Add value 1st, sell 2nd</li> </ul>	<p><b>Text</b></p> <ul style="list-style-type: none"> <li>-Ask questions</li> <li>-Send link</li> </ul>
<p><b>Use 2 or 3 in conjunction with each other</b></p>			
 TERRY HANSEN		<a href="http://www.terryhansen.net">www.terryhansen.net</a>	

**Which two ideas could you put to work this week to make a difference for yourself?**

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