

Episode 26 - Worksheet

THE ART OF PROSPECTING - Customizing Your Approach



Date: _____

*"Great salespeople are relationship builders who provide value and help their customers win."
- Jeffrey Gitomer*

1. Why is it essential to conduct in-depth research before reaching out to a prospect?

2. List 3 specific sources you should consider when researching a prospect?

3. Picture this: You are presenting your product / service to two different decision-makers. Both have unique priorities and needs. List the two decision-makers and how you would customize each of these presentations to fit their unique buying persona?

Decision Makers 1: _____

Presentation 1:

Decision Makers 2: _____

Presentation 2:

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4. How can you leverage data in your sales approach? Provide 2 examples of data you could leverage to sell your product/service.

- a. _____

- b. _____

- c. _____

5. How can timing your outreach to align with a prospect's budget cycle or industry events influence the success of your sales efforts?

6. In what ways can you demonstrate adaptability when a prospect's needs or feedback change, and why is this flexibility important for building long-term relationships?

