

Episode 22 - Worksheet

THE ART OF PROSPECTING - Identifying Prospects



Date: _____

1. Describe the characteristics of your target audience, including industry, location, size, and any specific needs they might have for your product or service.

2. Why is prospecting essential for your sales success? List the top 3 reasons why prospecting is essential to YOUR sales success

3. Where can you find potential leads? List at least three methods or platforms you can use to identify and connect with new prospects.

- a. _____
- b. _____
- c. _____

4. Based on your product/service, what Prospecting method would be the most effective for generating your leads? Explain why this method works best for you.

5. How many prospects should you start with and why?

of leads to start: _____

Why do you need this many? _____
