



SALES ACTIVATION GROUP

Acid Test for Effective Prospecting

Your team's prospecting efforts will be successful when they:

- Can clearly and succinctly describe your Ideal Target Prospect
- Have identified the best methods to directly connect with those prospects and the team makes a direct contact with a minimum of 10 Ideal Target Prospects per week who are qualified and planning to purchase
- Can clearly state your value proposition(s)
- Are equipped to have acute business conversations with C-suite executives
- Have been empowered to close new business without management's involvement

AND, when your Ideal Target Prospects can answer 'yes' to at least one of the following questions:

Your salespeople shared ways your product/service will measurably help us:

1. Increase revenue & profitability?
2. Reduce cost?
3. Avoid/delay potential cost?
4. Increase net working capital/generate cash?
5. Reduce/eliminate waste?
6. Reduce/eliminate rework?
7. Reduce/eliminate process delay?
8. Reduce/eliminate risk?
9. Increase order fill rates/eliminate stockouts while reducing inventories?
10. Increase throughput/output?
11. Improve quality and/or accuracy (product and information)?
12. Increase employee productivity?
13. Reduce material/product lead-time?
14. Shorten product design/development cycle?
15. Shorten new product time to market?
16. Improve customer satisfaction/retention?

The above list of 16 items was created by G. Toby Stansell, COO, AcumenIT. It is used here with his permission.

