

Don't Waste Your Time Prospecting

A great deal has happened in the past few years – the economy nearly collapsed, markets shrunk, businesses have consolidated, revenues cut in half, and people simply do not spend a lot of time meeting with salespeople. It is not solely because they do not have a need or interest in discovering products and processes that would help them improve their bottom line or increase revenues – it is that they simply do not have the time to listen to an endless array of sales professionals parading through their offices selling stuff they are not interested in.

Despite all the indicators of significant change in our business environment, there are still hundreds, if not thousands, of salespeople who go about their job the same way they always have. They have to be insane; in a world where everything has changed – habits, processes, attitudes – selling the same way you did three or five years ago demonstrates a determined resistance to the new rules around us.

Working harder at the old habits and systems that enabled us to be successful in the old economy is not going to change the results we are realizing today. The only way to be successful in today's economy is to embrace the opportunity to change our habits, our routines, and our behaviors in a manner that reflects our awareness and understanding of the new rules in the new economic order.

This book is designed to interrupt the process of old school prospecting and introduce a new way of reaching and engaging your interested market. Companies are growing despite the challenges and adversity before them. Those that have been able to grow in this environment have been successful for three reasons: They recognized what their market valued and needed; They created a strategy to connect and serve that market; They embraced the opportunity that only change and innovation can bring to their new process and their renewed and intense focus.

You can work painfully hard to keep your business afloat. You can be diligent, consistent, and persistent in doing what you need to do to find anyone who will engage in a business relationship with you. Or, you can do the hard work – the research, the planning, the strategic assessment and organization, and the transition to innovation and invention – up front and discover how to connect specifically with those people who are looking for exactly what you have to offer.

I hope this book will encourage you to examine your mindset and your process and influence you to interrupt the processes, habits, and behaviors you are defending. Furthermore, I am hoping that I can influence you to embrace new habits and ideas that will enable you to productively and efficiently connect and profitably and efficiently grow in your ideal market. Enjoy!

To obtain your complimentary copy of “Don't Waste Your Time Prospecting” contact dave@salescooke.com