

## Using the Prospecting Sheet

### Exposures.

- It takes 6-10 exposures about you, your product and your brand for someone to make a buying decision
- An exposure is more than a follow-up, it's a company tool, a story or testimonial that connects with your prospect
- Each call or visit should lead to the next call or visit (exposure)
- Use the "If I, would you." – "If I send you a brochure would you read it? Is so, when would you have read it by?"

### Connecting

- Using all forms of media to connect
- Email, social media (facebook, linkedin, manta, google +, twitter etc)
- Having a real relationship with customers will make better customers
- Do what you can to learn about your prospects, it makes them know you honestly care about them (don't stalk them though)
- A real follow up card in the mail will do wonders to cement a relationship. Let them know how much of a please it was to meet that and that you would like to connect. Don't try to sell on the initial card. That is for later

### Contact Management System (CMS)

- Start using a contact manager right away
- Electronic or paper both work. Use what works for you
- Add your prospect to your contact manager right away and never delete them.
- Use groups like Lead, Customer, Leads-not interested) and a Do Not Contact group. Some people will indicate they don't ever want to be contact and it's important to heed their wishes.
- Keep notes on prospect, you can do it in your contact manager or on your prospecting sheet.
- Use prospect sheet until they become a customer then transfer them to customer status

### Tools

- Use tools to help you stay in touch
- Email marketing. Adding customers to an email program
- LinkedIn. Connecting on a professional basis is a good idea to build trust allow your prospect to see that you are serious
- Dealer training site. Use the AMSOIL dealer training site to build your own skills so that you can help your prospect make a better decision. The more confidence you have the more your customer will take notice
- ThoseCardFolks.com We personally use this system to stay in touch with our prospects and customers.