



1. Define a prospect

What is a sales prospect? and how is it different to a lead?

- A lead is someone who you may have been introduced to our who may be in your database but who has not yet expressed an interested in buying your product.
- A prospect is someone who has expressed an interest in buying your product, they could be a referral or they could have asked for a quote or for further information.

TIP: Make sure your leads are qualified prior to trying to sell anything

2. Identify sales prospects

Know your customer – get very specific. For example;

- A business owner in years 1 to 3 of business seeking leads & opportunities (if you can provide leads & opportunities)
- An architect (who has unusual printing needs – if you supply printing)
- A property manager (who has lots of maintenance needs – if you are a tradesperson)

TIP: Look for introductions to who already has your customers rather than looking for customers

3. Qualify prospects

How do you know whether they are a lead or a prospect?

Ask 3 questions:

1. Are they the decision maker / business owner?
2. Do they have a need for your product / service?
3. Do they have the ability to pay?

TIP: Ask softer questions rather than being so direct e.g. "is my product or service something you've ever considered? Would you have a budget for such a thing?"