

Prospecting and Lead Generation

Choose Prospecting Methods

There are numerous prospecting methods available, and we will cover them in greater depth in a later module. While you will probably choose multiple methods of prospecting, you must focus your energy on methods that your prospects will respond to when they are exposed to them. For example, younger prospects are less likely to respond to cold calling and more likely to respond to social networking and webinars. Prospecting methods that are commonly used include:

- Cold calling
- Referrals
- Content marketing
- Email marketing
- Networking
- Seminars
- Social networking
- Webinars
- Advertising

Content Creation

Never underestimate the importance of creating impressive content. In order for content to be effective, however, must be professional and informative. There are many different avenues of content creation, and you may develop it yourself or hire an expert.

Types of Content You Can Create:

- Newsletters
- Case studies
- Blogs/ Vlogs (video blogs)
- Podcasts
- Webinars
- Social media
- Interviews
- Books

Once you have created content, you need to do everything that you can to share it. Apply the skills in marketing methods to help spread your knowledge.

Failure to Provide Value

We have already stressed the importance of providing value to prospects. Unfortunately, prospecting and lead generation is often relegated to the sale's pitch. People do not want to feel like they are being forced to listen to an individual who is only interested in their money. Failure to provide value will almost always result in potential customers tuning out your message. Remember to always provide value when you are prospecting and generating leads.