**Become the Expert – Modern-Day Prospecting Exercise**

The purpose of this exercise is to define how you will use the three methods of Modern-Day prospecting to illustrate your expertise. Your job is to fill in the light gray cells. The first step in the exercise is to think of and select a topic (problem that you solve and is common to your customers). Then, using the example on page 2 as a model, define a strategy for each of the three methods of modern-day prospecting.

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| --- | --- | --- |
| **Topic:** |  | **Strategy / Ideas** |
| **Networking**  What types of networking activities will lead to you becoming known as an expert on solving this problem? | |  |
| **Social Selling**  How will you use social media to help you become known as an expert on solving this problem? | |  |
| **Cold Calling**  What ideas and content will you use during your cold calling (all five techniques) that will help you become known as an expert on solving this problem? | |  |

EXAMPLE:

Below is an example in which we use the topic of the hidden costs associated with running an old version of a security system. In the cells for each of the Modern-Day Prospecting methods, we’ve provided an idea of how a sales person would use each approach to help them become known as the expert that can solve the problem.

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| **Topic:** | *Hidden costs associated with running an old version of a security system.* | **Strategy / Ideas** |
| **Networking**  What types of networking activities will lead to you becoming known as an expert on solving this problem? | | * *Invite our video partner to present at a future IFMA event – the top costs associated with outdated video systems.* * *Deliver the same presentation to top specifiers.* |
| **Social Selling**  How will you use social media to help you become known as an expert on solving this problem? | | * *Find several articles that I can post on LinkedIn and Twitter that discuss the problems associated with outdated versions of systems.* * *Consistently share and comment on other posts in my eco-system that are somewhat related to this problem.* |
| **Cold Calling**  What ideas and content will you use during your cold calling (all five techniques) that will help you become known as an expert on solving this problem? | | * *When cold-calling through email or social media direct messaging, include a link to the one of the articles used in social media posts.* * *When doing personal call, always leave a printed piece of helpful content.* |