Ideal Prospect

While creating your list of prospects, define the profile of the ideal prospect for you and your company. Don’t limit to typical adjectives like vertical market and size, but include other descriptors that defines the culture of the prospect.

|  |  |
| --- | --- |
| Vertical Markets | Descriptors |
|  |  |

Quantity of Prospects

Complete the exercise below to calculate the number of prospects you should be pursuing. This is not an exact science, but will give you a general idea, within 20%, of the size of your prospect list.

1. Hours of Prospecting during a typical week:
2. Cold Calls per Hour (should be four to eight): \_\_\_\_\_\_
3. Frequency of Calling (should be every six to twelve weeks): ­\_\_\_\_\_\_

Total Number of Prospects = (A\*B\*C)/2