

MODULE 4 LESSON NOTES

PROSPECTING

Prospecting creates opportunities to start conversations.

Your job is not to sell while building a list. Your first question is simpler: Which businesses are worth talking to?

WHAT MAKES A STRONG PROSPECT

REAL NEED

Marketing can help

CUSTOMER VALUE

A new buyer matters

CAPACITY

They can serve more

CREDIBILITY

Active + legitimate

Look for small and mid-sized businesses that need customers, can benefit economically, and have the ability to handle additional business.

THE REPEATABLE PROSPECTING SYSTEM

FIND

Build a focused list

RESEARCH

Gather useful context

PRIORITIZE

Work the best fits

CONTACT + RECORD

Act and document

Do not reinvent the process each morning. Create a consistent supply of researched businesses, take action, track what happened, and repeat.

CHOOSE A FOCUS

START WITH WHAT YOU KNOW

Prior experience can help you understand the language, customers, common problems, and decision makers in an industry.

THEN BUILD PATTERN RECOGNITION

If you have no natural starting point, select an industry with valuable customers and enough businesses to contact. Learn it before expanding.

RESEARCH BEFORE CONTACT

**WEBSITE | REVIEWS | SOCIAL
OWNER | EMAIL | DIRECT CONTACT**

Spend several focused minutes gathering context. Find the decision maker's name and the best route to reach them, but do not turn research into procrastination.

BUILD A MEASURABLE DAILY ROUTINE

Example starting point: identify and research 15 new prospects, then make 10 initial contacts.

Follow up with existing opportunities and record every business, contact, result, and next action in the system.

KEY TAKEAWAY

Research provides clues, not certainty. The conversation reveals what is actually happening.

FIND. RESEARCH. PRIORITIZE. CONTACT. RECORD. REPEAT.