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**ACTIVITY SUMMARY:**

Review Your Lead Database. Identify the type of prospect you’re calling. Flag each lead with one or more of the Prospect Types listed above.

By flagging these prospects you will be able to more fully appreciate the type of first discussion that is required with them. For example, if you are talking with an Economic Decision Maker you would likely begin the discussion by demonstrating client cost savings or increased profitability with the use of your product. Sometimes the roles change as you discover more information. You may initially think the person in a Decision Maker, only to find out later that they are the user of the product. Tailoring your discussion based on these prospect classifications will help you to be more influential in your selling activities.

Review Your Lead Database. Identify the type of prospect you’re calling.

Step 2-First Contact

29-40

Complete Activity

Get it done.

How did you do?

How do you currently define the keys to sales success?

How would you change your definition based on what you know now?

Plan to focus on the keys to sales success important to you

READ

PLAN YOUR SALES ACTIVITY

TAKE ACTION

 TRACK YOUR PROGRESS

Activity 6

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Current Leads (Company)** | **Contact Name** | **U** | **I** | **EDM** | **DM** |
| **1** | Click here to enter text. | Click here to enter text. |  |  |  |  |
| **2** | Click here to enter text. | Click here to enter text. |  |  |  |  |
| **3** | Click here to enter text. | Click here to enter text. |  |  |  |  |
| **4** | Click here to enter text. | Click here to enter text. |  |  |  |  |
| **5** | Click here to enter text. | Click here to enter text. |  |  |  |  |
| **6** | Click here to enter text. | Click here to enter text. |  |  |  |  |
| **7** | Click here to enter text. | Click here to enter text. |  |  |  |  |
| **8** | Click here to enter text. | Click here to enter text. |  |  |  |  |
| **9** | Click here to enter text. | Click here to enter text. |  |  |  |  |
| **10** | Click here to enter text. | Click here to enter text. |  |  |  |  |



**U=User I=Influencer EDM= Economic Decision Maker DM= Decision Maker**

**Current Leads (Company):** This is a company that you would like to contact. In new business development, a ‘Current Lead’ is defined as a contact in a company that you have not done business with as yet.

In Strategic Account Management (selling to an existing account), a ‘Current Lead’ is defined as an existing account where you suspect there may be an additional sales opportunity, but have not yet discussed the opportunity with your contact person in the account.

**Contact Name:** A ‘Contact Name’ associated with a ‘Current Lead’ is the person who you have identified as the first contact point in the company to further explore a possible sales opportunity. For the purposes of this exercise, you are categorizing them as a User, Influencer, Economic Decision Maker, or Decision Maker.

**What are the top 3 most important purchasing priorities for each member of the buying influence group?**

User:

|  |
| --- |
| Click here to enter text. |

Influencer:

|  |
| --- |
| Click here to enter text. |

Economic Decision Maker:

|  |
| --- |
| Click here to enter text. |

Decision Maker:

|  |
| --- |
| Click here to enter text. |

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