PROSPECTING | GETTING STARTED | PROFESSIONAL DEVELOPMENT

Prospecting, for what?

What is it that I'm really prospecting for?

by **George Madiou**

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American Heritage Dictionary

pros·pect (prŏs'pĕkt')

n.

1. Something expected; a possibility.
2. **prospects**
   a. Chances.
   b. Financial expectations, especially of success.
   c. A potential customer, client, or purchaser.
   d. A candidate deemed likely to succeed.
3. Something presented to the eye; a scene: *a pleasant prospect.*

v. **pros·pect·ed**, **pros·pect·ing**, **pros·pects**

So this is how the dictionary addresses prospects and prospecting. Let's see what we can learn.

1. Something expected; a possibility.

What is it that we expect and what are the possibilities when we are looking for a prospect? Do we expect to find someone to take us to financial freedom? Are we looking for the possibility of easy street? Or are we looking for a partnership, a team member that we can build something together. Will anyone do, or are we looking for someone who shares our values and someone who we would like to spend time with? Are we looking for someone we can see our self developing a long term relationship with?

a. Is this person a person who we are willing to take a chance with? Is it someone we are willing to devote valuable time?
b. Is there expectation of financial and business success in the relationship you looking for in your prospect? If there is not why are you pursuing it?
c. Is there expectation of a potential customer, client or purchaser? Will you be able to do business with this prospect on any business level and will there be a mutual benefit from this business relationship?
d. Is there a likelihood of the prospect to succeed from the relationship, or will you have a disgruntle team member that you will have to drag?

Is there more to the relationship between you and the prospect? If this is a person you are going to be in business with, can you picture it to be fun? Could you picture going on vacation with your family and theirs?

Properly choosing your prospects from the beginning can aid in the success of your effort.

Because they can fog a mirror, doesn't necessarily qualify them as a GREAT prospect for you!

Aim high!

George Madion

George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 30th anniversary this year. They have two great young adult children, Sara and David.