

Pick Up Your Prospecting Pace

Here is what can happen if you are not paying close attention -

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I am convinced that the one activity that separates the wanna-be champions from the true champions is the pace with which they consistently sponsor new team members.

And, the activity that supports *consistent sponsoring* is *consistent prospecting* and your ability to regularly talk to new people.

In my experience, effective prospecting is a process that takes time come to fruition. It is not uncommon to have a series of contacts with your prospects, beginning with the initial introduction through the time of their ultimate decision. If we agree that consistent sponsoring is the key to unlimited success... it makes sense to attach pace to the process.

Your willingness to creatively reach out and talk to new people... on a consistent basis... is the most effective way to continually fill your prospecting funnel.

If this concept is new to you, let me explain.

Imagine a funnel like you may have in the kitchen. It's wide at the top and then morphs into a shallow neck at the bottom. Imagine that as you reach out and talk to new people they are dropping into the top of your funnel. The idea is to consistently have a steady flow of new people dropping in.

While in the funnel... you have the opportunity to offer information on both your products and your business. And ultimately, these prospects will drop out of the bottom with varying interest.

Some will have an interest in your products and they will become a customer. Some will show an interest in your business and they will join your team. Some will offer referrals. And some will have no interest at all. And however it shakes out... it's all good! The point here is to always have a full funnel.

And when talking to people, you never know what to expect. You never know what their initial interest or their ultimate decision will be.

Returning to the prospecting funnel, let's be clear that your goal is two-fold:

- 1) To 'fill it' and 'keep it full' with as many prospects as possible of people who are considering your business and/or your products.
- 2) To shorten or condense the time period from first contact to their ultimate decision of "yes", "no", "referral" or "not now."

Here is what can happen if you are not paying close attention:

You can unconsciously slow down YOUR PROSPECTING PACE to match the DECISION MAKING PACE of the prospects in your funnel.

What you want to avoid is having your personal prospecting pace slow down to match the pace it's taking the people in your funnel to make their decision.

In other words, you need to continue your pace regardless of your prospects timeline.

I can hear it now. "Leslie, I have some terrific people in my funnel and if they decide that this is a fit... wow, they'll be great!"

And while you are waiting for those people to make their decision, you have slowed down your pace of talking to NEW people.

I hope this concept is making sense because it is a key to your success.

Step back and evaluate your prospecting pace. I certainly want you to follow through with the existing prospects in your funnel. However, I also want you to KEEP UP YOUR PACE for reaching out and talking to NEW people as well.

The two activities are not mutually exclusive, but rather support one another.

Remember... those who consistently sponsor become the leaders who reach the top of their company's pay plan. Take charge of your prospecting pace and take charge of your destiny!



Leslie Zann is a master at helping people recognize and discover their true and limitless potential.

With more than twenty (20) years of Direct Selling experience, Leslie has developed a unique talent for helping people overcome their potential-stopping "limiting beliefs".

Her one-of-a-kind perspective has much to do with the fact that she's worked on both sides of the fence. She's built her own very successful

Direct Selling business (\$1.2 million in sales), and has eight (8) years' corporate experience with three (3) distinct business models: Direct Selling, Network Marketing and Party Plan.

As a sought-after speaker, trainer and personal coach, Leslie inspires field leaders to align their vision for success with proven strategies for

increasing sales, sponsoring and highly effective leadership development.

She believes great achievement is always possible ... and that a person's mindset is the key to unlocking the door to that achievement.

Leslie challenges her clients to "be willing to see things differently." And in doing so, she challenges them to create unprecedented success and design a life of truly unlimited possibilities.

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