

prospect, his position and the company's anticipated needs; two to three minutes on the prospect's website and his LinkedIn page should get you there.

(3) Call — When you call, be prepared to deliver a great, short and impactful introduction about how you can help the prospect with a possible need that you spotted. Remember: Attention spans are short; your introduction should be, too. The numbers say that you might get a contact in only one out of 10 calls, but you had better be well prepared for that call.

(4) Leave a voicemail — Again, this is a departure from the past. Leave a short, impactful voicemail about how you can help, with multiple ways to contact you. Invite your prospect to call, text or look you up on LinkedIn. Leaving an email address is fine if it is simple and comes across well in a message. Remember, the first sentence must hit hard. You want to capture interest before the prospect hits the delete key.

(5) Watch your LinkedIn views — As I said before, you are likely to get LinkedIn views from those you prospect. When you do, reach out, connect and take a long-play approach to messaging them.

When you call, be prepared to deliver a great, short and impactful introduction about how you can help the prospect with a possible need that you spotted.

(6) Repeat — If nothing happens, wait a couple of weeks and call again, changing your message.

The management of prospecting activity is even more critical than it was in the past; prospecting is more of a slow play now, so salespeople get that immediate dopamine hit of an appointment less frequently than they did a decade or more ago. However, if they execute this process consistently, diligently and skillfully, their sales funnels can be as full as they have ever been. That

is where your leadership comes in. Remind salespeople that, although prospecting is a delayed gratification strategy now, it is still vital and will build results in the long run. Prospecting has changed. Change with it and lead your team in the change. ■

Troy Harrison is the author of "Sell Like You Mean It" and "The Pocket Sales Manager."

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