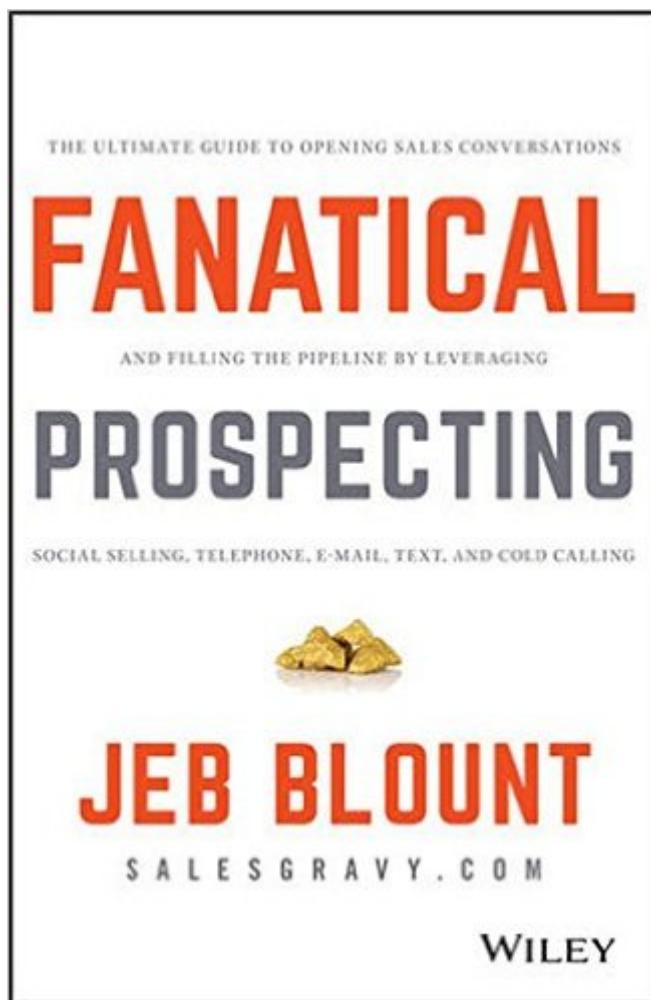


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Fanatical Prospecting: The Ultimate Guide To Opening Sales Conversations And Filling The Pipeline By Leveraging Social Selling, Telephone, Email, Text, And Cold Calling





Synopsis

Ditch the failed sales tactics, fill your pipeline, and crush your number Fanatical Prospecting gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development—“prospecting.” The brutal fact is the number one reason for failure in sales is an empty pipe and the root cause of an empty pipeline is the failure to consistently prospect. By ignoring the muscle of prospecting, many otherwise competent salespeople and sales organizations consistently underperform. Step by step, Jeb Blount outlines his innovative approach to prospecting that works for real people, in the real world, with real prospects. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels. This book reveals the secrets, techniques, and tips of top earners. You’ll learn: Why the 30-Day Rule is critical for keeping the pipeline full Why understanding the Law of Replacement is the key to avoiding sales slumps How to leverage the Law of Familiarity to reduce prospecting friction and avoid rejection The 5 Cs of Social Selling and how to use them to get prospects to call you How to use the simple 5 Step Telephone Framework to get more appointments fast How to double call backs with a powerful voice mail technique How to leverage the powerful 4 Step Email Prospecting Framework to create emails that compel prospects to respond How to get text working for you with the 7 Step Text Message Prospecting Framework And there is so much more! Fanatical Prospecting is filled with the high-powered strategies, techniques, and tools you need to fill your pipeline with high quality opportunities. In the most comprehensive book ever written about sales prospecting, Jeb Blount reveals the real secret to improving sales productivity and growing your income fast. You’ll gain the power to blow through resistance and objections, gain more appointments, start more sales conversations, and close more sales. Break free from the fear and frustration that is holding you and your team back from effective and consistent prospecting. It’s time to get off the feast or famine sales roller-coaster for good!

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Customer Reviews

Until someone mentioned “Fanatical Prospecting,” I had never heard of the book or its author Jeb Blount. Noticing the book was #1 on “Telemarketing best seller list,” I ordered a copy and began reading with an open mind. The book, especially at the beginning and the very end, is about 50% standard sales motivation content covering well-trodden material like the amygdala/lizard brain, Amy Cuddy’s TED talk on body language, etc. However, the other 50% delivers very practical processes and templates that make the book one of the better sales books available. All told, I felt the book was a must read. Here is my summary of key-take-ways:

1. Knowing that activity takes 90+ days to pay off, successful salespeople relentlessly fill their pipeline through a mixture of telephone, in-person, e-mail, social selling, text messaging, referrals, networking, inbound leads, trade shows, and cold calling.
2. Here is the brutal truth: Salespeople who ignore the phone fail.
3. Top performers organize their day into distinct time blocks dedicated to specific activities, concentrating their focus and eliminating distractions within those blocks. We schedule our prospecting blocks [on our calendars] into three “Power Hours” that are spread across the day—morning, midday, and afternoon.
4. While setting an appointment is your primary objective with prospects you have already prequalified as potential buyers, gathering information is your primary objective with prospects you have not qualified.
5. Our data and data that we’ve gathered and analyzed from a diverse set of sources indicate that it takes, on average: 1 to 3 touches to reengage an inactive customer; 1 to 5 touches to engage a prospect who is in the buying window and is familiar with you and your brand; 3 to 10 touches to engage a prospect who has a high degree of familiarity with you or your brand, but is not in the buying window; 5 to 12 touches to engage a warm inbound lead; 5 to 20 touches to engage a prospect who has some familiarity with you and your brand; “buying window dependent” 20 to 50 touches to engage a cold prospect who does not know you or your brand.
6. The bottom line is people don’t want to be pitched or “sold” on social media. They prefer to connect, interact, and learn. For this reason, the

social channel is better suited to building familiarity, lead nurturing, research, nuanced inbound prospecting, and trigger-event awareness. 7. *Prospects meet with you for their reasons, not yours.* You must articulate the value of spending time with you in the context of what is most important to them. Your message must demonstrate a sincere interest in listening to them, learning about them, and solving their unique problems. 8. *Just saying,* I'd like 15 minutes of your time because I want to learn more about you and your company. 9. *When salespeople ask me when they should leave a voice mail, I always answer,* When it matters. 10. *Timing Teleprospecting Calls Is a Losing Strategy* So, forget about timing your calls and commit instead to a daily, first-thing-in-the-morning call block. 11. *The feeling of rejection happens the moment you get a reflex response, brush-off, or objection (RBO)* Overcoming doesn't work. There is a universal law of human behavior: You cannot argue another person into believing that they are wrong. The more you push another person, the more they dig their heels in and resist you. There is a better way. Rather than attempting to overcome"defeating or prevailing over your prospect"you should disrupt their expectations and thought patterns when they push back with a no. The key is a disruptive statement or question that turns them around so that they lean toward you rather than move away from you. When they say they're busy, instead of arguing them into how you will only take a little bit of their time, say, I figured you would be. Agreeing with them disrupts their thought pattern. When they say, Just send me some information, say, Tell me specifically what you are looking for. This calls their bluff and forces engagement. When they say, I'm not interested, say, That makes sense. Most people aren't. Their brain isn't ready for you to agree with them. One phrase you want to avoid is I understand. When you use the phrase I understand, you sound just like every other schmuck who uses this phrase as insincere filler so they can get back to pitching. It demonstrates zero empathy and tells your prospect that you are not listening and don't care. 12. The salespeople-help-salespeople hack is an awesome secret weapon. 13. *Truly effective salespeople understand that it is all about asking the prospect the right questions and demonstrating that you can help them solve a particular problem or issue.* 14. *Don't send bulk e-mail.* Prospecting e-mail is one to one. It is one e-mail from your address sent to one individual, one e-mail at a time. Avoid attaching images. Avoid hyperlinks. never use *Hi* or *Hello* or *Dear* or any other salutation in front of

your prospect's name. No one in business does that except salespeople. **Hi** is a complete turnoff for prospects.

This is a tough book for me to rate, because how much you get out of it really depends on your prior experience in reading sales books. I'm a completely scatterbrained prospector. I bought this book hoping to find information on many forms of prospecting, and how to bring it all together into a structure. After spending the money, and reading the book cover to cover, I can tell you what I found is a ton of motivational speaking with prospecting tips scattered about. You'll learn some good ideas about scripting for the phone, and in person cold calling. You'll get some good thoughts about using social media as leverage. And you'll get some information about time blocking your prospecting activities. If you have never read a book on prospecting and selling, this is a really nice all in one resource. If you've read a bunch of sales self help books, you likely won't find anything new here. With 320 pages, I felt for sure there would be a chapter on bringing it all together, like 'A day in the life of a fanatical prospector', to give the reader a sample framework in which to form a basis to change how they prospect. That's what I needed, as I'm pretty good with scripting, but my overall time management and flow of the multiple prospecting mediums sucks. That isn't in this book. So whether you think it's worth the money really depends on what you've read to this point. If this is your first sales book, and you are brand new to sales, it's a great place to start. If you've read a lot of other sales books, don't spend the money. An additional note: I'm getting a little frustrated with the fact that there are more and more books loaded with compensated reviewers on . Even more frustrating is how it seems like all of these sales self help authors endorse each other every time a book comes out. For example, Jill Koranth endorses seemingly every sales book that hits the market. And in exchange, she gets a shout out to her own stuff somewhere in said endorsed book. This one is no different. Hope this helps!

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