



7 Prospecting Tips To Consider

When it comes to lead generation, one size does not fit all. Find the prospecting tips that work best for you and make them your own. Here are some that may work for you.



1

Ask for Connections

Tap into your existing network by asking for introductions to specific people they know. Ask them to copy you on an email intro & you can take it from there. Offer them one-two sentences they can quickly share about what you do and how you can help.



Create a Referral Reward Program

2

Market your program beyond customers. Immediately follow up with the referrals you receive. Inform your source about the activity. Send a token of your appreciation and a thank you note. Set realistic expectations to formalize your process.

3

Clarify Your Message

Help customers understand your value by creating 1-2 sentences for your goal, your purpose & the bottom line. Keep it simple. Use sound bites to show how your products and services help them.



Educate Clients

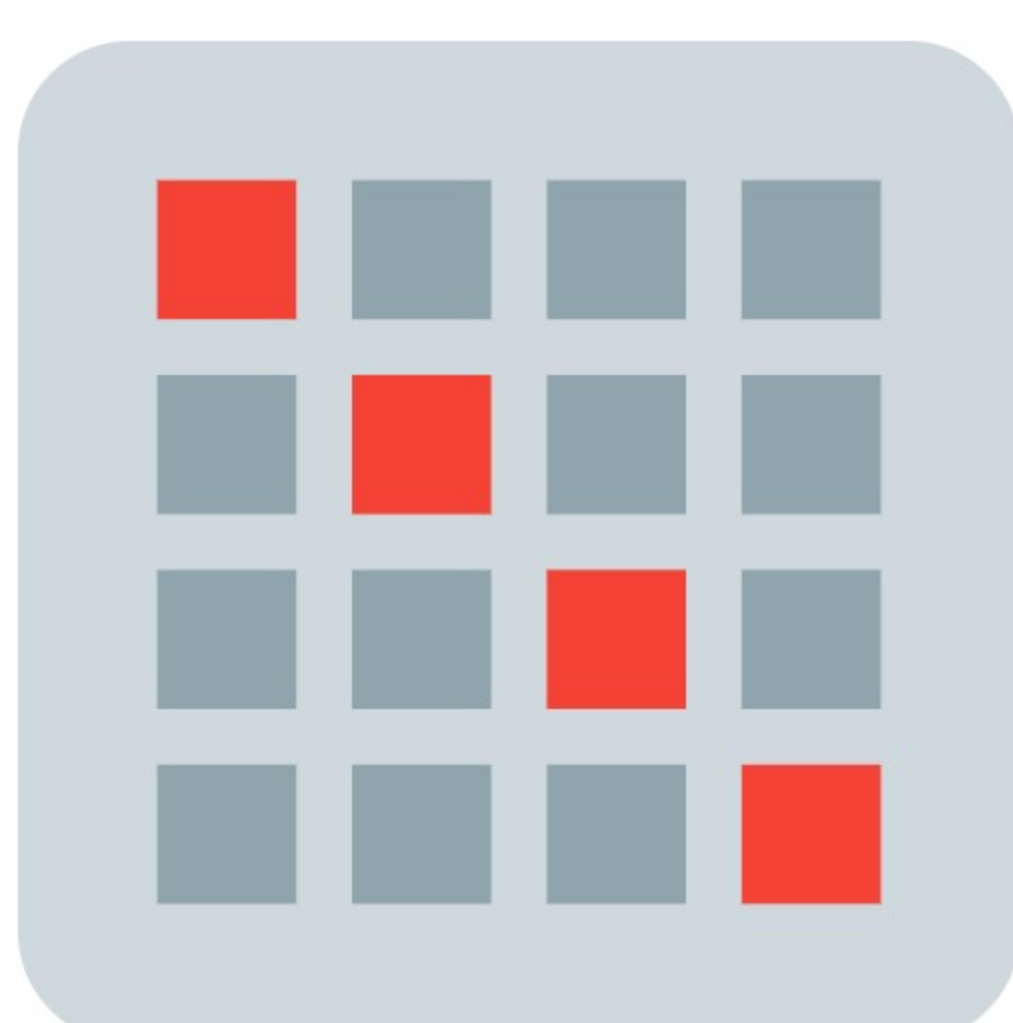
4

Demonstrate your authority and expertise. Provide valuable information in blog posts, tip sheets, testimonials, case studies or expert interviews. Share these things on your website, socially and via email marketing. Offer solutions to your customers' problems.

5

Organize Free Events

From seminars to panel interviews – offering compelling information to solve customer issues can position you as a thought-leader. From luncheons to dinners to webinars or podcasts, providing free knowledge without selling builds your brand and reputation.



Plan & Script Referral Calls

6

Write out and rehearse what you will say to prospects in advance. Block out scheduled time for uninterrupted calling. Make sure every call creates interest, gathers information and ends by scheduling an appointment.

7

Get Involved

Participating in community events and associations is a great way to get your agency known in a positive way. From local fundraisers to school events and community celebrations—the more active you are the more familiar prospects become with you and what you do.

