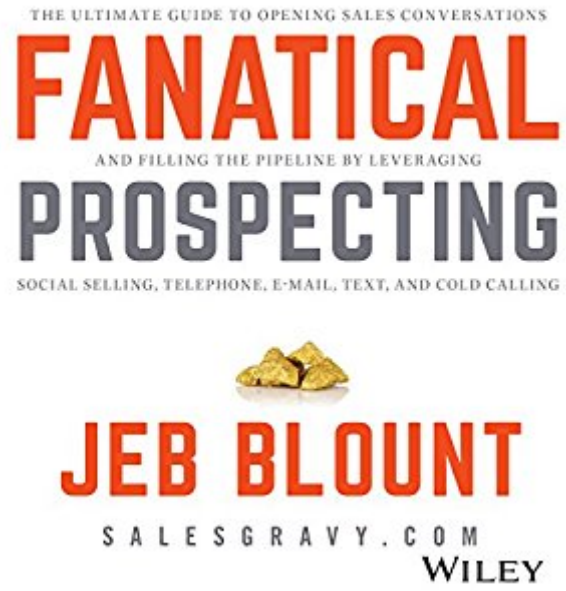
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Fanatical Prospecting: The Ultimate Guide For Starting Sales Conversations And Filling The Pipeline By Leveraging Social Selling, Telephone, E-Mail, And Cold Calling



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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 that 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 C's 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 callbacks 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 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!

Book Information

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Customer Reviews

Until someone mentioned ÃƒÂ¢Ã â ¬Ã Å“Fanatical Prospecting,ÃƒÂ¢Ã â ¬Ã Â• I had never heard of the book or its author Jeb Blount. Noticing the book was #1 on ÃƒÂ¢Ã â ¬Ã â„¢s 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 CuddyÃƒÂ¢Ã â ¬Ã â„¢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.ÃƒÂ¢Ã â ¬Ã Â•3. ÃƒÂ¢Ã â ¬Ã Å“Top performers organize their day into distinct time blocks dedicated to specific activities, concentrating their focus and eliminating distractions within those blocksÃƒÂ¢Ã â ¬Ã Â| We schedule our prospecting blocks [on our calendars] into three ÃƒÂ¢Ã â ¬Ã Å“Power HoursÃƒÂ¢Ã â ¬Ã Â• that are spread across the dayÃƒÂ¢Ã â ¬Ã â •morning, midday, and afternoon.ÃƒÂ¢Ã â ¬Ã Â•4. ÃƒÂ¢Ã â ¬Ã Å“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.ÃƒÂ¢Ã â ¬Ã Â•5. ÃƒÂ¢Ã â ¬Ã Å“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 brandÃƒÂ¢Ã â ¬Ã â •buying window dependent 20 to 50 touches to engage a cold prospect who does not know you or your brand.ÃƒÂ¢Ã â ¬Ã Â•6. ÃƒÂ¢Ã â ¬Ã Å“The bottom line is people don't want to be pitched or

ÃƒÂ¢Ã â ¬Ã Å“soldÃƒÂ¢Ã â ¬Ã Â• 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.ÃƒÂ¢Ã â ¬Ã Â•7. ÃƒÂ¢Ã â ¬Ã Å“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.ÃƒÂ¢Ã â ¬Ã Â•8. ÃƒÂ¢Ã â ¬Ã Å“Just saying, ÃƒÂ¢Ã â ¬Ã Å“I'd like 15 minutes of your time because I want to learn more about you and your companyÃƒÂ¢Ã â ¬Ã Â• works surprisingly well with many prospects.ÃƒÂ¢Ã â ¬Ã Â•9. ÃƒÂ¢Ã â ¬Ã Å“When salespeople ask me when they should leave a voice mail, I always answer, ÃƒÂ¢Ã â ¬Ã Å“When it matters.ÃƒÂ¢Ã â ¬Ã Â•ÃƒÂ¢Ã â ¬Ã Â¦ Keep voice mail messages to 30 seconds.ÃƒÂ¢Ã â ¬Ã Â•10. ÃƒÂ¢Ã â ¬Ã Å“Timing Teleprospecting Calls Is a Losing StrategyÃƒÂ¢Ã â ¬Ã Â¦ So, forget about timing your calls and commit instead to a daily, first-thing-in-the-morning call block.ÃƒÂ¢Ã â ¬Ã Â•11. ÃƒÂ¢Ã â ¬Ã Å“The feeling of rejection happens the moment you get a reflex response, brush-off, or objection (RBO)ÃƒÂ¢Ã â ¬Ã Â¦ 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 youÃƒÂ¢Ã â ¬Ã Â¦ There is a better way. Rather than attempting to overcomeÃƒÂ¢Ã â ¬Ã â •defeating or prevailing over your prospectÃƒÂ¢Ã â ¬Ã â •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 away from youÃƒÂ¢Ã â ¬Ã Â¦ When they say they're busy, instead of arguing them into how you will only take a little bit of their time, say, ÃƒÂ¢Ã â ¬Ã Å“I figured you would be.ÃƒÂ¢Ã â ¬Ã Â• Agreeing with them disrupts their thought patternÃƒÂ¢Ã â ¬Ã Â¦ When they say, ÃƒÂ¢Ã â ¬Ã Å“Just send me some information,ÃƒÂ¢Ã â ¬Ã Â• say, ÃƒÂ¢Ã â ¬Ã Å“Tell me specifically what you are looking for.ÃƒÂ¢Ã â ¬Ã Â• This calls their bluff and forces engagementÃƒÂ¢Ã â ¬Ã Â¦ When they say, ÃƒÂ¢Ã â ¬Ã Å“I'm not interested,ÃƒÂ¢Ã â ¬Ã Â• say, ÃƒÂ¢Ã â ¬Ã Å“That makes sense. Most people aren't.ÃƒÂ¢Ã â ¬Ã Â• Their brain isn't ready for you to agree with themÃƒÂ¢Ã â ¬Ã Â¦ One phrase you want to avoid is ÃƒÂ¢Ã â ¬Ã Å“I understand.ÃƒÂ¢Ã â ¬Ã Â• When you use the phrase ÃƒÂ¢Ã â ¬Ã Å“I understand,ÃƒÂ¢Ã â ¬Ã Â• 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.ÃƒÂ¢Ã â ¬Ã Â•12. The

salespeople-help-salespeople hack is an awesome secret weapon.ÃƒÂ¢Ã â ¬Ã Â•13. ÃƒÂ¢Ã â ¬Ã Å“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.ÃƒÂ¢Ã â ¬Ã Â•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 timeÃƒÂ¢Ã â ¬Ã Â¦ Avoid attaching imagesÃƒÂ¢Ã â ¬Ã Â¦ Avoid hyperlinksÃƒÂ¢Ã â ¬Ã Â¦ never use ÃƒÂ¢Ã â ¬Ã Å“HiÃƒÂ¢Ã â ¬Ã Â• or ÃƒÂ¢Ã â ¬Ã Å“HelloÃƒÂ¢Ã â ¬Ã Â• or ÃƒÂ¢Ã â ¬Ã Å“DearÃƒÂ¢Ã â ¬Ã Â• or any other salutation in front of your prospect's name. No one in business does that except salespeople. ÃƒÂ¢Ã â ¬Ã Å“Hi __ÃƒÂ¢Ã â ¬Ã Â• is a complete turnoff for prospects.ÃƒÂ¢Ã â ¬Ã Â•

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!

I have been selling for decades, so long I have seen Zig live and remember when Guerilla was brand new and I love to find new books. Rarely do I get my socks knocked off, but I LOVE this book, I have read it and reread it and I even bought it on Audible so I could listen to it when I can't read it. It really cut through the crap and kicked me in the rear. I had been getting lazy and looking for a quick fix and this book really recharged my selling game. I am so grateful to Jeb for writing this book and so grateful I found it!

Jeb Blount nails it with his book, Fanatical Prospecting! Ask me why and IÃƒÂ¢Ã â ¬Ã â„¢ll say itÃƒÂ¢Ã â ¬Ã â„¢s the way he gives practical no-holds barred proven techniqes to help you successfully prospect.The big thing that separates this book from so many others on the topic of prospecting is Jeb doesnÃƒÂ¢Ã â ¬Ã â„¢t sugar coat it and say how you can build your business by relying solely on social media.His entire strategy is built around the fact heÃƒÂ¢Ã â ¬Ã â„¢s done it. He is a salesperson and, in fact, was a top-performing salesperson before turning his attention to sharing his ideas with all of us.One final piece and that is truly JebÃƒÂ¢Ã â ¬Ã â„¢s signature lineÃƒÂ¢Ã â ¬Ã Â|one more call. HeÃƒÂ¢Ã â ¬Ã â„¢s passionate about the strategy of just making one more sales call each and every day. You may have read a lot of sales books and feel thereÃƒÂ¢Ã â ¬Ã â„¢s nothing left to read, but IÃƒÂ¢Ã â ¬Ã â„¢ll challenge you -- one more book, Fanatical Prospecting! You wonÃƒÂ¢Ã â ¬Ã â„¢t be disappointed.

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