

HOW TO

get the most from your **PROSPECTING**



01. Be efficient

- Cut out distractions.
- Schedule time for growing your pipeline every day.



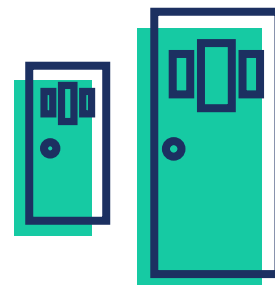
02. Be proactive

- Stand up, get in your power stance and dial for appointments
- Smile through the phone
- Send open house invites via email or mail (with homeowner permission)



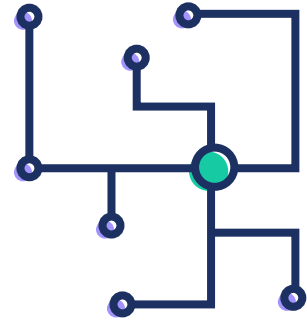
03. Try door knocking local subdivision

- Identify your ideal prospects and plan a route
- Introduce yourself to the local market
- Leave behind something memorable



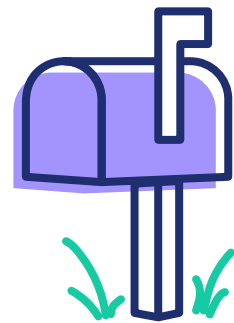
04. Be multi-channel and multi-touch

- Create prospect lists with multiple contacts available and confirmed homeowner with email and phone number
- Create drip campaigns across the different contact points



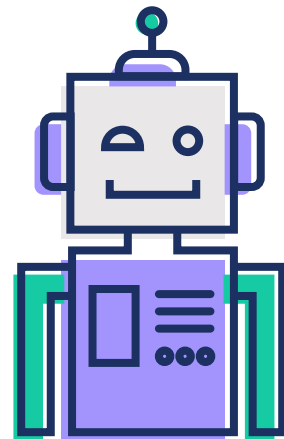
05. Connect with neighbors

- Your jobsite is your best advertisement
- Invite curious neighbors to learn more about what you are doing
- Offer free design consultations and estimates, and valuable insights via email or mailbox



06. Automate your process

- Work to get the front of your sales funnel as automated as possible
- Consider automating your calling campaigns
- Create hyper-local Facebook ads that send clicks to your site
- Review areas of friction in your prospecting, search for technology that eliminates it



FOLLOW UP

A “no” today isn’t always a “no” tomorrow.