

Schedule lead generating activities :

Servicing existing customers' needs will always tend to have your priority as you perform your sales role day-to-day. It is very easy to let prospecting slip and become too hard to do.

The best way to avoid this is to have regular, scheduled times for identifying and contacting leads and to make allowances for new business presentations.

Consider the following example; you know that it takes approximately 4 minutes per call to qualify each lead and arrange an appointment (or withdraw gracefully). Each new business presentation lasts about 20 minutes and you normally find that with travelling and waiting time included, each call takes about one hour.

Also include further research time (gathering information from newspapers, trade publications etc.) to provide some topical information at this initial meeting, means you need to allow an additional two hours for research.

Therefore your diary for this month should have specific time-slots for 2 to 4 hours of telephone calls, and allowances for 9 to 12 hours of sales calls on prospects.

You also need to diarise two hours of research and preparation for developing your prospecting approach. Many good prospectors use their slow times for prospecting. Friday afternoons, for example, can be a poor time calling on customers in many industries.

Use this time wisely to compile a list of possible leads from the various sources available, library resources, directories, yellow pages, the internet, customer referrals, or trade show contacts to chase up next week.

Prospecting Plan Calculations

Based on our above examples, below is a typical set of prospecting plan calculations to highlight the amount of time that should be considered each month for allocation to prospecting plans.

Calculation		Prospecting Plan
1	Targeted sales from new customers	\$10,000
2	Average monthly sales per customers	\$3,000
3	Number of new customers needed	3 - 4
4	Average conversion rate (customers: new business presentations)	1:3
5	Number of new business presentations needed to open 3 – 4 new accounts	9 - 12
6	Average conversion rate (leads: prospects)	1:4
7	Number of initial leads to contact	36 - 48
8	Therefore total time to be allocated to prospecting is:	
*	Research - (background discussion points)	2 hours
*	Qualifying process (36 – 48) x 4 minutes each	2 – 4 hours
*	New presentations (9 – 12) x 1 hour each	9 – 12 hours
Total Prospecting Time Allocation This Month		11 – 18 hours

Now you can create your own prospecting plan template and calculate how much time you and your team needs to put aside to achieve the sales numbers for your business!

For more tips, ideas, informations and resources join our [mailing list](#).

