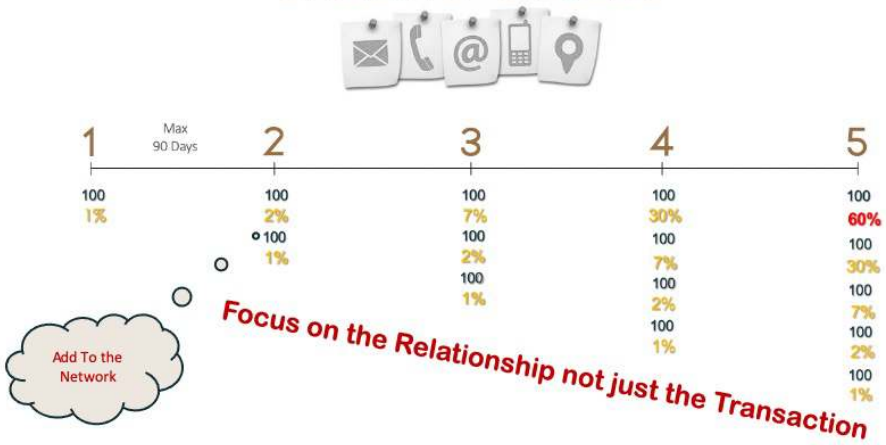
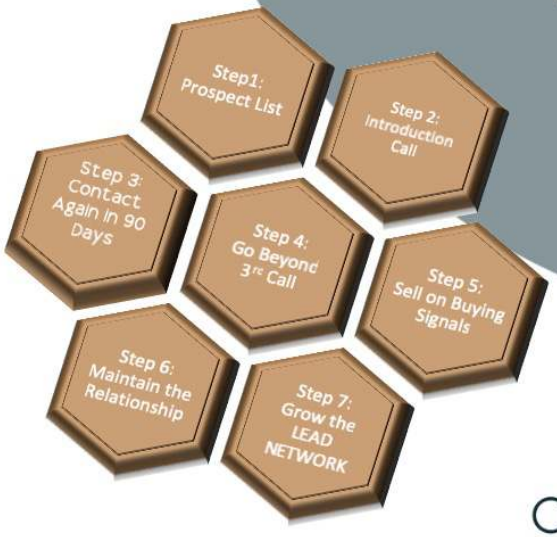
Prospecting Cheat Sheet

CALLING CYCLES



Cycle	Strategy for Contact
First Cycle:	
Second Cycle:	
Third Cycle:	
Fourth Cycle:	
Fifth Cycle:	

- First Cycle:
  - The first time you make the rounds of your contact, you usually get some business.
  - There are always firms that are unhappy with their existing suppliers and will say yes just to establish a new relationship.
  - To all those who say "No", you'll say, "Thank you" and also, "If you don't mind, we'll be in touch again in three months' time."
  - Don't be discouraged; just as life changes, so does business.
  - Prospects don't mean "No"; they mean "Not Now"
- Second Cycle:
  - Within three months, you write and/or phone again, just as you said you would
  - This is not expected
  - Focus on the relationship
- Third Cycle:
  - Three months later, at the ninth month, write and/or phone again.
  - Now, because you have been in regular contact, the prospect has learned to trust you.
  - You didn't give up the first or second time: you came back
- Fourth Cycle:
  - Beginning with the fourth cycle, the percentages tend to increase dramatically
  - Keep Building relationship
- Fifth Cycle:
  - Be prepared for success as the majority of contacts has learned to trust you and are ready to do business with you
- Remember:
  - The cycle period must be adjusted according to the potential of a transaction and the trust level



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