

New Prospecting Skills Yield Results

Prospecting is going very well. I've seen my hit ratio increase steadily as I've used the Solution Selling® cold call and email sheets. My mentioning "pains" that other companies in the prospect's industry have experienced has motivated prospects to call back.

Responses back from prospects after "cold" phone calls

Before training

1 response out of 9-10 calls

After training

1 response out of 7 calls
(but I'm getting better so watch out funnel!)

Responses back from prospects after "cold" emails

Before training

1 response out of 7-8 emails

After training

1 response out of 5 emails

1 to 2 additional responses per week equals 5 to 7 responses per month, leading to 2 to 3 good opportunities and 1 to 2 additional sales per month. At average sales revenue of \$2500 per month recurring, this translates into \$30,000 of annual revenue. 25% of new customers will sign 24-month contracts, and 20% of new customers will refer me to additional clients.

These results are just from return calls and emails. Some prospects had no need or were in a contract, but I've made an introduction and they know who our company is now. These will bear fruit later.

From what I can tell so far, a steady schedule of cold calling and emailing once a week for a couple of hours using the Solutions Selling® techniques has increased my D funnel significantly and my C funnel by about 30%, which in turn will increase the Bs and As as I work through the opportunities.

When you start getting these increased numbers, you almost want to just email and call all day! Well, not really, but it makes it a little more exciting! I was number one in sales last month. It sure seems to be working!