

**In the last section we discussed the elements of Developing an Effective Prospecting Call Guideline.**

**Although virtually all B2B Sales Organizations have a CRM to store Key Pre-Call Planning Information, Qualification Questions, Customer Responses, Action Items, Next Steps, Buying Cycles, Key Decision Makers, etc. we find that in almost all cases, it is much more difficult for sales people to “Piece Together” the Key Prospect Information necessary to develop effective follow up calls to move the prospect toward a buying decision.**

**We have found that our Prospecting - Qualifier / Profiler, a 1 page Sales Aid that contains all pertinent information on a prospect, results in more effective sales presentations, greater close rates, and more profitable new business.**

**A nice feature of the Prospecting - Qualifier / Profiler, is that a Sales Manager can sit down for a Sales Forecast Review, Account Development Session, or for a Call Coach Session, and all the information necessary to effectively conduct these sessions more effectively, can be reviewed, audited and discussed in just a fraction of the time it takes to sift through a series of CRM screens.**

**Saving the Sales Representative time allows for greater contact time with prospects and customers and saving time for the Sales Manager in Monitoring Performance means more time can be spent coaching and developing the sales team to Prospect More Effectively.**

**So, to help you - help your sales team - develop and execute a more Effective Prospecting Strategy, I am providing you with a copy of Outbound Excellence's – Prospecting Profiler Qualifier as one of this month's**

## **“FREE” Prospecting Tools You Can Use**

**It's in an excel format, so just delete the fields I have filled in and plug in your company's Profiling and Qualification information.**

**All that I require, since it is a copyright document, is to leave the Outbound Excellence Header & the copyright statement.**

**Another Tip - Add this tool to your sales training program.**