



## 3 Ways to Make Your Sales Prospecting Efforts Easier and More Effective

PRESENTED BY SHAD TIDLER



## Expectations for Today's Session



## Key Rule

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Make your prospecting efforts about helping them, not about you.



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What are your top challenges with prospecting  
for new business?



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Why are these challenges happening?



## Buyer's Hidden Process



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## Need For Approval



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## Emotional Involvement

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## Beliefs & Records

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## Our Own Buying/Decision-Making Process



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## Don't Know What You Don't Know



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How are these challenges impacting  
your business growth?

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So how do you overcome these  
challenges?

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## Key Rule

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Make your prospecting efforts about helping them, not about you.



## Key Rule

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The way you prospect and sell is a preview of how you will service them. Make it easy and helpful.





## Key Rule

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You're either creating an experience for a prospect, or they're creating their own. You decide.



## Ideal Prospect

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## 30-Second Commercial



## Conversations – Slow Down and Have Agreement



## Key Rule

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Make your prospecting efforts about helping them, not about you.



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What will you do differently and why?




How to Reach Me:

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Put your name and email in the chat

OR

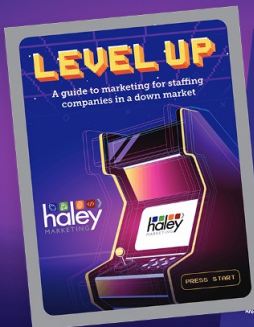
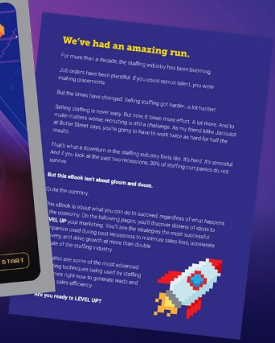
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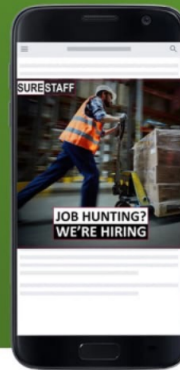
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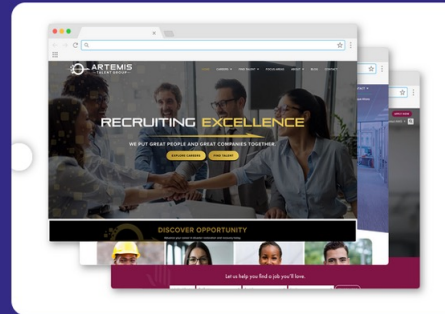
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[haleymarketing.com/websitereview](https://haleymarketing.com/websitereview)



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