

Prospect Target Marketing Checklist

Step 1

Prospecting Requires Focus and Discipline:

- **Be Targeted** – Narrowcast rather than broadcast
- **Be a Specialist** – Nurture relationships with Inside Champions
- **Stand Out From the Pack** - Develop and Insiders' Reputation

Step 2

Deploy the *AICA* Format Within Your Prospecting Tools So That You:

- **Get their ATTENTION** – It must be a “me too” rather than a “so what”
- **Hold their INTEREST** – Facts tell, stories sell
- **Build their CONFIDENCE** – Use social proof
- **Ask for their ACTION** – Give them something to ask for

Step 3

Incorporate *PAS* Within Your Prospecting Tools:

- Present a **PROBLEM** they can relate to
- Expand and **AGITATE** the problem
- Offer a solid **SOLUTION** to the problem

Step 4

Follow the *DRIP* Process

- Be **DISCIPLINED** rather than *Spray and Pray*
- Be **RESPECTFUL** so they look forward to your efforts
- Be **INFORMATIVE** by teaching them something of value
- Be **PERSISTENT** until their *Stage of Readiness* kicks in