

Contents

	Preface	v
	Acknowledgments	vii
	Introduction: The Art of Prospecting	ix
Part One:	The Fundamentals of Knock Your Socks Off Prospecting	1
1.	Gee, Ma, Do I Have To?	3
2.	Make Money Easier	7
3.	It's All About Them	11
4.	Turn Strangers into Customers	15
5.	The Ol' Numbers Game	21
6.	A Winning Formula	27
7.	Time Management I: The ProActive Sales Matrix™	33
8.	Time Management II: The PowerHour™	41
9.	Speak the Customer's Language	45
10.	Sell to <i>Their</i> Values, Not <i>Yours</i>	53
11.	Don't Sell <i>Stuff</i> , Sell <i>Solutions</i>	59
12.	You Sell Change	65
13.	Execution: The True Art of the Sale	69
Part Two:	The How-To's of Cold Calling	73
14.	Your Thirty-Second Speech	75
15.	Thirty-Second Variations: The Opening	83
16.	Thirty-Second Variations: WIIFM?	87
17.	Summary and Flip	91
18.	Leaving a Message	95
19.	The Buying Process	99
20.	Who's Driving?	103

21.	Transfer of Ownership	109
22.	It's About Time	115
23.	Summarize, Bridge, Pull	121
24.	Handling "NO!": Which "No" Is That?	129
Part Three: Following Up		135
25.	Call #2: Second Thirty-Second Speech	137
26.	TripTik®	143
27.	Two Paths: Value vs. Solution	149
28.	Putting the CART Before the Horse	153
29.	It's All About You	157
Index		159