

Prospecting: Best Practices

Literally the most important aspect of the gig. Let's take it seriously and be cutting-edge about it.
Use every proven tool we can!

I think AI is the way to go, there is a small monthly fee for [X.com](#) **GROK** but I think you will find it makes all the difference in conversions and that makes us all much more motivated!

I have listed these approaches in order of importance.

AI... GROK ([x.com](#) -- used to be Twitter)

PROMPT:

Please list 10 **{25 - 100} {specific business niche}** plumbing businesses in the Charlotte, NC **{YOUR CITY, STATE}** area with annual revenue of 500,000 to 10 million, that have been in business for 5 years or more. List their website address and contact information. List their Google rating and ranking. List any relevant additional information from LinkedIn, and The Blue Book business directories. Name the owner &/ or the marketing director.

Here are the top 4 best practices for using AI for prospecting:

1. Define Your Ideal Customer Profile (ICP)

- Clearly outline your target audience's characteristics like industry, company size, and job roles to focus your searches effectively.

2. Utilize Advanced Search Features

- Use filters and exclusions to refine your prospect list. Combine industry, revenue, and technology use to get precise matches.

3. Integration and Automation

- Integrate with your CRM for seamless data management. Automate LinkedIn connections and email follow-ups to enhance efficiency.

4. Personalization and Engagement

- Personalize your outreach using the detailed data from Seamless AI. Craft messages that resonate based on the prospect's profile to increase engagement.

Online Business Directories

Use this in combination with GROK and you will be doing well.

Yellow Pages

<https://www.yellowpages.com/>

The Blue Book

<https://www.thebluebook.com/products/bluesearchtechnology/search-companies-2017.html>

Linkedin Navigator (\$90 per month)

If you are not on LinkedIn, I get it, I kind of despise the place! lol. But the fact is, if you are in sales, especially tech B2B, then they pretty much own the space for networking. I have used LinkedIn Navigator and some good luck with it, it makes sense for what we are doing. Navigator does take you right to the upper-tier decision-makers! That's Important. The key is to have your LinkedIn account & profile optimized and I will help you with that. The nice thing about Navigator is you are inside a different dashboard and you don't have to go down any rabbit holes, you can just focus on getting leads! It's much better than the public free-ish LinkedIn.

<https://business.linkedin.com/sales-solutions/sales-navigator>

Here are four best practices for using LinkedIn Navigator for B2B sales leads:

1. Leverage Advanced Search Filters:

- Use LinkedIn Navigator's advanced search capabilities to pinpoint your ideal prospects. Filter by job title, function, seniority, company size, industry, and location. Use keywords to find leads interested in or discussing topics relevant to your product or service.

2. Engage with Lead Recommendations and Alerts:

- LinkedIn Navigator provides personalized lead recommendations based on your saved searches and criteria. Set up alerts for new leads or changes in existing leads' status (like job changes or company growth). This keeps your lead pipeline fresh and responsive to market dynamics.

3. Utilize InMail and Connection Requests Strategically:

- Craft personalized InMail messages that resonate with your prospects' current challenges or goals. Reference mutual connections or shared interests to increase response rates. Also, use connection requests to expand your network, but always personalize with a note explaining why connecting would be mutually beneficial.

4. Track and Analyze Lead Interactions:

- Keep track of who views your profile, who interacts with your posts, and how prospects engage with your InMails. Use the 'Lead and Account Tracking' feature to monitor key activities like job changes or company updates. This data helps tailor follow-ups and prioritize high-engagement leads. Regularly review analytics to refine your approach and messaging for better conversion rates.

Local Chamber of Commerce

And now a word from our friendly AI...

To find B2B work through a Chamber of Commerce, join the chamber as a member, actively attend networking events, leverage their member directory to identify potential clients in your industry, participate in committee work, and reach out to other members to introduce your business and services; essentially using the chamber as a platform to build relationships and generate leads within your local business community.

How to optimize the Chamber for long-term success:

- **Network at events:**
 - Attend Chamber-hosted events like mixers, luncheons, and business after-hours to meet potential clients and build connections.
- **Access member directories:**

- Utilize the online member directory to identify businesses that could be potential clients based on their industry and size.
- **Join committees:**
 - Participating in relevant committees allows you to engage with other business leaders and showcase your expertise.
- **Promote your business:**
 - Use speaking opportunities at Chamber events to present your company and services to a wider audience.
- **Referrals:**
 - Ask existing clients and Chamber connections to refer you to other businesses in their network.
- **Volunteer:**
 - Volunteering at Chamber events can increase your visibility and build relationships with other members.

Important points to consider:

- **Target your outreach:**
 - When reaching out to potential clients, focus on businesses that align with your product or service offerings.
- **Follow up:**
 - After connecting with someone at a Chamber event, ensure you follow up with a personalized email or phone call to maintain the relationship.
- **Be proactive:**
 - Don't just rely on the Chamber to bring you business; actively participate and engage with other members to generate leads.

Local Networking (BNI, MeetUp's & such.)

To network your business locally through BNI (Business Network International), join a local BNI chapter, actively participate in weekly meetings, build strong relationships with other members by sharing your business needs and identifying potential referral partners within the group, and consistently follow up with members to provide and request referrals; ensuring you are the only person representing your business category within that chapter to maximize referral opportunities.

Key steps to network effectively through BNI:

- **Find a local BNI chapter:**
 - Search online or contact your local BNI office to locate a chapter near you that aligns with your target market.
- **Attend a visitor day:**
 - Visit a chapter meeting as a guest to experience the format and see if it's a good fit for your business.
- **Present your business clearly:**
 - Prepare a concise elevator pitch that highlights your key services and ideal referral sources.
- **Actively participate:**
 - Regularly attend meetings, engage in discussions, and be open to sharing referrals with other members.
- **Build relationships:**
 - Develop one-on-one connections with other members through "1-2-1" meetings to understand their business needs and identify potential referral opportunities.
- **Follow the BNI process:**
 - Follow the structured meeting agenda which includes sharing referrals, giving updates on past referrals, and identifying new leads.
- **Be a reliable referral source:**
 - When you receive a referral, ensure you follow up promptly and provide excellent service to maintain trust with the referring member.

- **Stay informed:**

- Keep up-to-date on BNI guidelines, best practices, and chapter updates.
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Important points to remember about BNI:

- **One per category:**

- Only one person representing each business category is allowed in a chapter, eliminating internal competition.

- **Commitment required:**

- BNI demands consistent attendance and active participation to achieve optimal results.

- **Professionalism is key:**

- Maintain a positive attitude and always conduct yourself in a professional manner.

CHURCHES!

It's a great place to network during coffee hours or other gatherings. Use your digital business card to share contact info.