

# SOCIAL PROSPECTING

## Identify Target Accounts

On whom do you call?

On which industries do you call?

What is the job title of your prospects? (VP, Director, Manager)

Where are your prospects located?

What keywords would your prospects use to describe themselves on their profile?

Is there a specific company, person or school on which you call?

What are your prospects currently using or doing?

What are your prospects' Pain Indicators, symptoms or complaints?

What are your prospects' Trigger Events?

How else can you narrow down the search results to 8-10 times the number of sales you need in a year?

## Searching for Suspects

Have you looked for target accounts...

- In Advanced Searches?
- In your Saved Searches and Watch Lists?
- In Company Searches?
- In Groups and Associations?
- In relationships with your Connections? (Second Degree Connections)
- Posting and talking about problems you can solve?
- In People Also Viewed and Similar Companies?
- In Google Search Alerts?
- On other social media platforms?
- In the News?

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## Listening for Opportunities

List five Trigger Events that would cause you to reach out to a suspect:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

What days and times will you block schedule for social selling and listening?

## Sharing Updates and Articles

Use the 5-3-1 Rule to share updates with your network, daily or weekly, depending on your commitment.

What are some things you could share?

Curated Content:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Original Posts:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Marketing CTA:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Do you commit to responding to every message or comment on your social channels?

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## Asking for Introductions

List your next five meetings or phone calls from whom you could ask for a referral or introduction:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Cold Message Template

**Subject Line:**

- Question
- Help
- Introduction

**Introduction or Purpose Statement:** *(Should match the above title.)*

**Pain Indicator Statement:** *(Should match the Trigger Event which caused you to reach out.)*

I work with people who....

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Unique Selling Proposition:** *(How you solve those pains better or differently than anyone else.)*

**The Ask:** *(Should be appropriate to the level of the relationship.)*

- Are you the right person at your company to talk to about this?
- Would it make sense for us to schedule a call to talk this out?
- I am going to be in your area on Thursday. Do you want to meet up and see if I can help you?

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## Follow Up

Did you schedule and commit to your follow-up progression?

(It may take up to 6 attempts by phone, email, social direct message or text to get a response.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_