

## OUR PROSPECTING SYSTEM

*The pivotal system in determining one's level of success in this business is your prospecting system, through which you gather the names of people who are likely to need your products and services.*

Names gathered are called *suspects*. A *suspect* becomes a *prospect* once a relationship is built and after he/she meets the *five qualifications of prospect*:

- Is there a need?
- Can they pay?
- Can they pass the physical?
- Do they have character?
- Can they be seen by me on a favorable basis?

One point is clear - *prospecting is not a separate job.*

**It is a major link in the sales process.**

**In order to sell, you must have prospects.**



**Unless you sell, there is no point in prospecting.**

**The two activities are completely interrelated and interdependent.**

The scope of your prospecting activity will depend on many things. First, you must recognize that **a supply of prospects is absolutely vital to success**. One of your main functions will be to discover a sufficient number of prospects on a continual basis.

Prospecting is such an important part of the sales process that you should give it **top priority**. Setting daily and weekly prospecting goals and holding yourself accountable to prospecting activity will lead to an "endless chain" of people to meet and future sales.

**Prospecting today**  **Sales tomorrow**

## Sources of Prospecting

**Personal Contact** – The process of organizing and qualifying the people you know as possible prospects.

- *Personal Market Analysis* - a system that helps you identify and analyze their likely needs.
- Use social media - *Modern Woodmen's Digital Marketing Policy* details how to leverage those connections.

**Favorable Introductions** – *Modern Woodmen's Favorable Introduction Conversation* allows you to gather names recommended by others who have experienced the value of your services. It also sets you up for personal introductions so the names you receive know you will be contacting them, thereby making them warm prospects.

- People you meet through favorable introductions are more likely to buy from you.
- The premiums per case are typically higher than cases from other sources.
- Prospecting with favorable introductions should be a high priority.

**Personal Observation** – This source of prospecting involves building new relationships with others in your community using the *Introductory Conversation*.

- Be aware of people in your community, especially those who have recently experienced a life changing event (birth, marriage, new home, etc.)
- Introducing yourself to new people on a daily basis provides a steady source of potential prospects.

**Centers of Influence** – Someone who will give you names and information about other people.

- Often are people who have prestige and influence with others due to their financial, social, political or religious accomplishments.
- Look to build relationships with other professionals in your area (accountants, lawyers, leaders, etc.) who could also benefit from referrals from you.
- Use social media to help further develop these key relationships. *See the Digital Marketing Policy to learn how.*

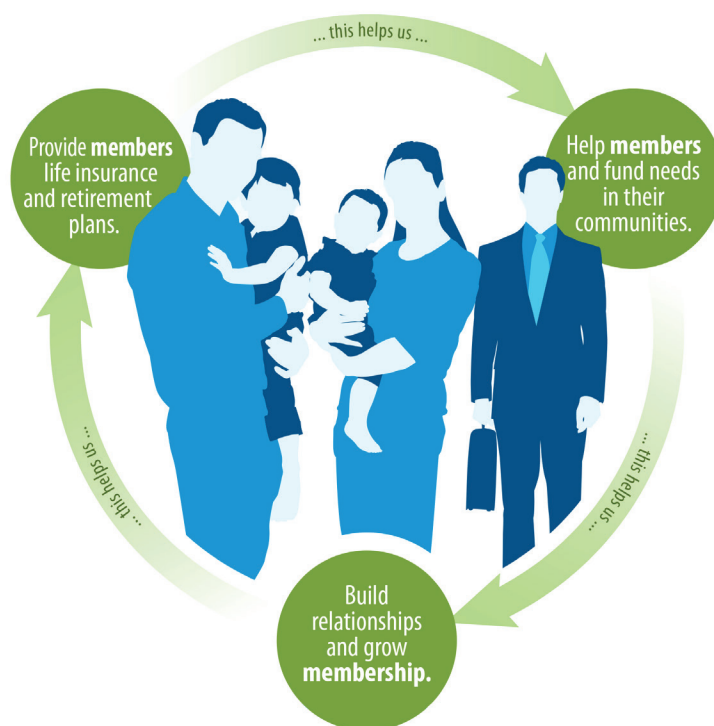
**Fraternal** – Fraternal programs and activities provide you opportunities to be in front of a large number of your members on a monthly basis.

- Become a leader in your community and share the fraternal benefits and activities we offer using the *Fraternal Conversation*.
- Fraternal programs are a great way to meet people and build relationships that can lead to sales and favorable introductions.

**Member Service Calls and Annual Reviews** –

We fulfill our commitment to serve our members through effective annual reviews and other service calls.

- The average member will buy life insurance seven times during their lifetime.
- Our *Client Resource Management (CRM)* system will help you manage and service existing members.



### ALWAYS REMEMBER

*"We've got a powerful story to tell – but we've got to have someone to tell it to!"*