

# New Business Development PROSPECTING FOR SUCCESS



[www.360AdSales.com](http://www.360AdSales.com)

Ryan Dohrn, Founder

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# Three phases to media sales

1. Prospecting
2. In progress sales
3. Retention



You need a  
full  
**FUNNEL** to  
be a raging  
success!

# SIX STEPS TO PERFECT PROSPECTING

# STEP #1: DEFINE YOUR PERFECT PROSPECT.

# SIGNS OF A GOOD PROSPECT:

1. Active in market
2. Shows signs of need – Google alerts
3. Has a budget
4. New products/services
5. Has a marketing director
6. Avoid hard sells
7. Industry leader or fighting to be.

STEP #2:  
DEVELOP YOUR PERFECT LIST  
**BIG 50**

I am working 50 to get to  
10 great meetings...  
To write 8 great proposals...  
To close 4 deals.



USE EXCEL OR A PIECE OF PAPER TO  
FORM YOUR FIRST LIST.

## BIG 50 Example:

<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>
Dr. John	Southside	Christies	Tiffany	Travers
ACME	Olderorg Smith	Barrens	Caldwell	Verizon
Ryder	Trailer	Midland Buick	Rexler	Nascar
Effortville	MiRancho Gary's	Taylor BMW	Scuba Net	John Deere
TJ's	Burgers	Reynolds	Trac Phone	State Farm
Bob Ryan	San Jo	Big Chalk	Bob Cat	Roxy Road
Treadway	Ramada	Rylanders Tree	GE	Disana
West Side	Ryan Steak	Champions	Travelers	Coke
Era School	Zelburg	Echo Tech	Doritos	Geico
Bills Bar	Radio Shack	Apple Magic	Weather Vein	Big Town Prod



BACK UP YOUR BIG 50 PROSPECTS  
WITH PERSONAL “non-creepy”  
RESEARCH OF EACH PROSPECT TO  
INCREASE THE CHANCE TO BREAK  
THROUGH.

[Mind Blowing Developers - Top Software Engineers \\$1800 to \\$2800/wk. Try Now for 2 Weeks, Risk Free!](#)



## Kevin Murphy

3rd

Director of Marketing and Advertising at **Pelican Products, Inc.**

Hermosa Beach, California | Marketing and Advertising

Previous Click/Next Idea, Foote, Cone & Belding, Orenstein Savage  
Education Academy of Art University

Connect

Send InMail

386

connections

[www.linkedin.com/pub/kevin-murphy/3/bab/264](http://www.linkedin.com/pub/kevin-murphy/3/bab/264)

### Your Notes

Organize ▾

Add a note | Manage tags [Top Prospects](#)

### Background



Summary

### People Similar to Kevin



#### Gerrald Granger

Marketing Executive Consultar  
Connect



GE Capital

Mid-Market Video

Twitter



GE Capital Mid-Market

### How You're Connected



@ryandohrn – Ryan@360AdSales.com - www.360AdSales.com

Kevin Murphy | LinkedIn


www.linkedin.com/profile/view?id=11921836&authType=OPENLINK&authToken=DGBr&locale=en\_US&srchid=23996622

Most Visited WHOIS Search Base Camp Raven Google AdWords... Keyword Densit... Google Calend

LinkedIn Go to LinkedIn Ads » 1

Home Profile Contacts Groups Jobs Inbox Companies News More Search...

**Background**

 **Summary**

My experience has ranged from \$200 million national broadcast campaigns to guerrilla-style YouTube videos. As a result I know how to get the most out of a budget without compromising the brand image. I've managed advertising agencies, design firms and in-house studios and know how to get the best marketing work from each. My experience also includes developing exhibits, packaging and POS displays as well as overall planning for special events.

I have sought out and formed strategic partnerships and guided brand and product alignment work resulting from acquisitions. I've also worked in CRM and sales automation programs (SFDC, Eloqua), market and competitive research, product development and media planning.

I am a seasoned marketing professional, responsible for maintaining a dynamic and simple persona for the brand. I know I have been effective when I hear the remark "That is such a cool company".

Specialties: Marketing strategy and communications, advertising, branding, market research, CRM programs, digital media, web platforms, product data management, video production, new product development.

## Container Holder

United States 5085390

Issued March 4, 1991



## Education

### Academy of Art University

Commercial and Advertising Art, Copywriting, Branding, Photography

1976 – 1978



## Additional Info

## Interests

Surfing, woodworking, photography, building my cabin in the Sierra wilderness.

## Personal Details

Birthday March 27

## Advice for Contacting Kevin

pimkev@gmail.com

## People



**Gerrald**  
Marketing  
Connect

## ADS BY I



@ryandohrn – Ryan@360AdSales.com - www.360AdSales.com

# STEP #3: CREATE PERFECT PROSPECTING EMAILS.

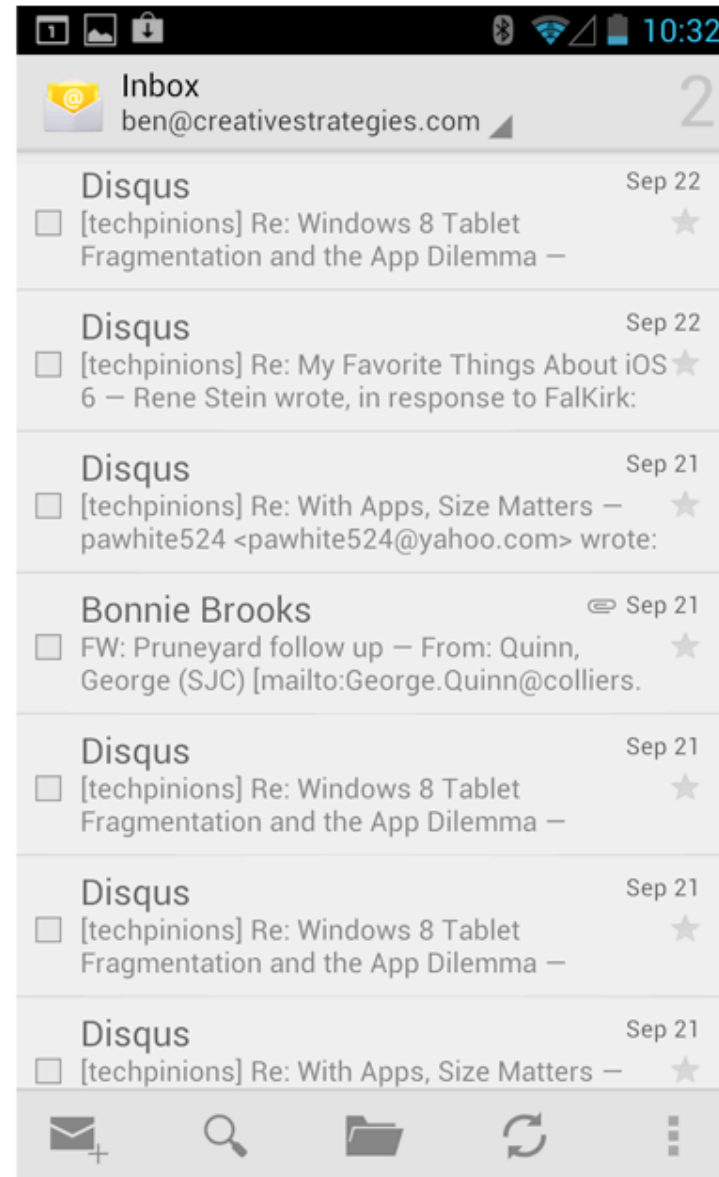
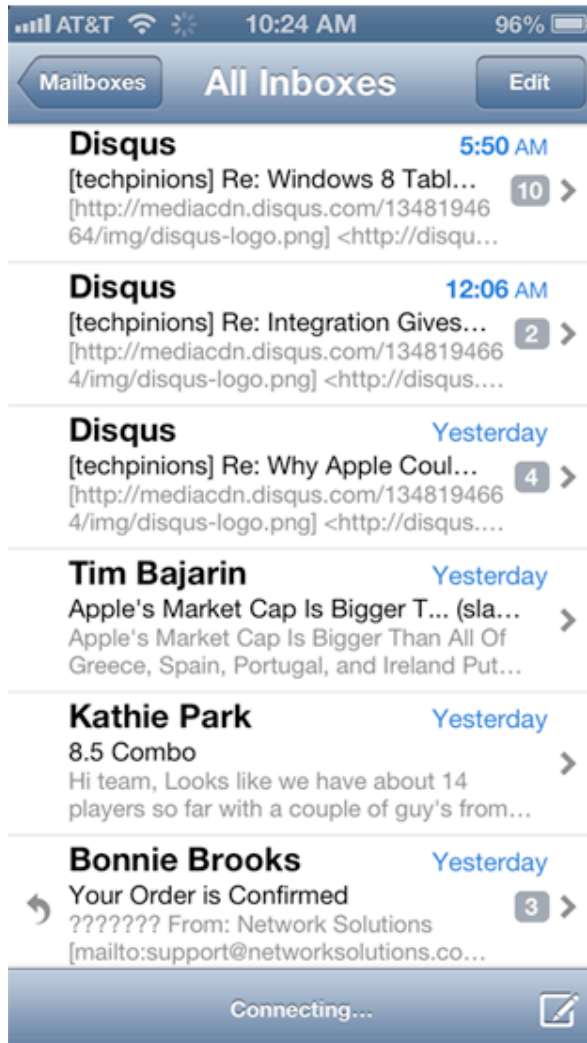
# Traits of great voice mails and emails.

1. Short, short, short
2. Contain client name
3. Contain client business name
4. **Include a new idea or success story or personal connection point.**
5. NEVER SAY YOUR NAME AND MEDIA FIRST!



# Galaxy Nexus

## iPhone 5



## **Best Subject Lines:**

New idea for you

Quick note for you

Have you considered this?

What if... Or... What if?

-competitor- is marketing very well

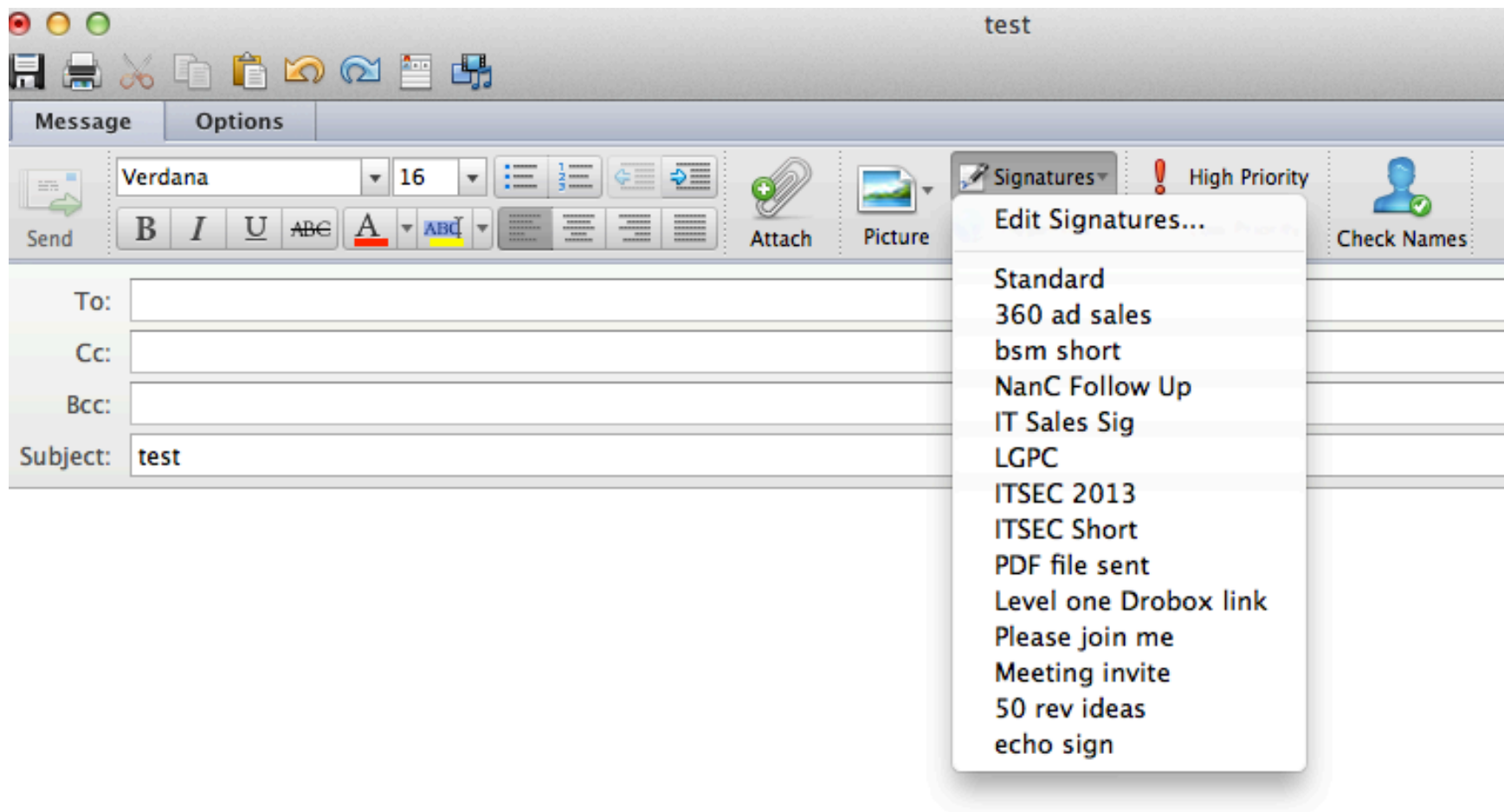
I was just wondering...

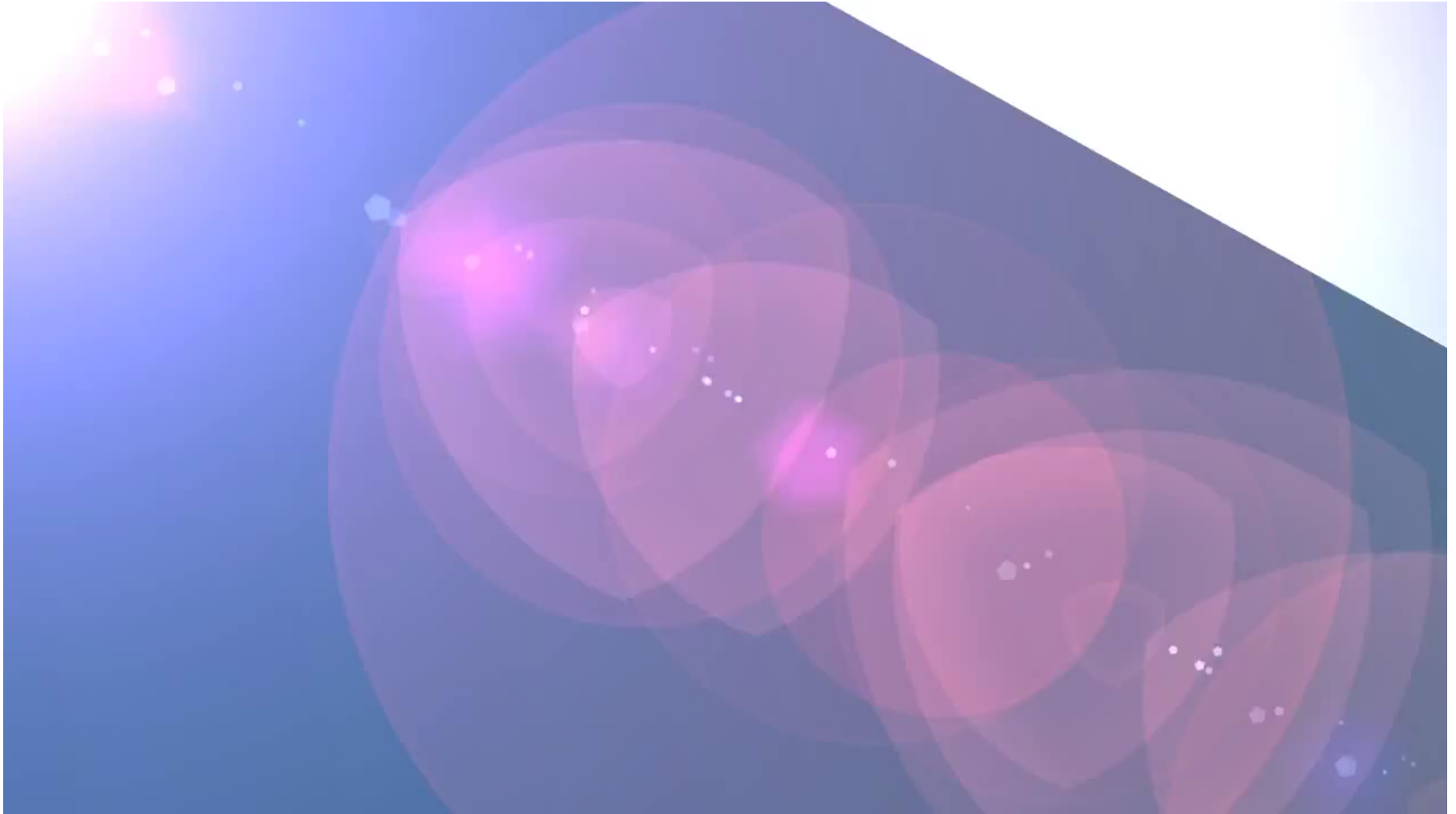
**#1: Hi Bob, I saw online that you are about to launch the new 330 model. I have a unique way to put Jayco in front of 35,000 new customers in the next 30 days. I promise to not waste your time.**

**#2. Hi Bob, Baron's is really marketing hard these days. I have a new idea to really give them a run for their money. Could we set a time for a quick chat via phone. 5 minutes is all I need. I promise to not waste your time.**

**#3: Hi Bob. I saw on LinkedIn that we share a common passion for surfing. I sure wish I had more time for that. Love to chat for 5 minutes about the 330 launch. I promise just 5 minutes. I take pride in not being a sales person that wastes peoples time.**

**#4: Hi Bob, Cisco, Dynamax and Creative Edge are seeing some solid results from their marketing partnerships with us. Here is a quick video to tell you more.**





# STEP #4: CREATE PERFECT PROSPECTING VOICE MAILS.

**#1: Hi Bob, With the new model 330 about to release, I have a unique way to put the Jayco 330 in front of 35,000 new customers in the next 30 days. I promise to not waste your time. I'm sending you an email about this too. This is Ryan from *Chicago Living* at 888-812-9991. Again, it's Ryan at 888-812-9991.**

**#2. Hi Bob, Baron's is really marketing hard these days. I have a new idea to really give them a run for their money. Could we set a time for a quick chat via phone. 5 minutes is all I need. I promise to not waste your time. I'm sending you an email about this too. This is Ryan from *Chicago Living* at 888-812-9991. Again, it's Ryan at 888-812-9991.**

**#3: Hi Bob. I saw on LinkedIn that we share a common passion for surfing. I sure wish I had more time for that. Love to chat for 5 minutes about the 330 launch. I promise just 5 minutes. I take pride in not being a sales person that wastes peoples time. This is Ryan from *Chicago Living* at 888-812-9991. Again, it's Ryan at 888-812-9991.**

**#4: Hi Bob, Cisco, Dynamax and Creative Edge are seeing some solid results from their marketing partnerships with us. I'm sending you a quick video link in your email to tell you more. This is Ryan from *Chicago Living* at 888-812-9991. Again, it's Ryan at 888-812-9991.**

# STEP #5: DEFINE THE PERFECT TIMES TO PROSPECT



11:15am AND 4:15pm  
WHY?

# STEP #6: CREATE PERFECT PATTERNS FOR SUCCESS.

ACME... 2 weeks cycle....

Touch 1 –Voice Mail #1, Email #1

- 48 hour pause

Touch 2 – Voice Mail #2, Email #2

- 24 hour pause

Touch 3 – Voice Mail #3, Email #3

-24 hour pause

Touch 4 – Voice Mail #4, Email #4

-Next day

Touch 5 – Voice Mail #5, Email #5

-Start Over

PROSPECT EACH ADVERTISER FOR  
30 DAYS AND THEN TRADE OR  
GIVE THEM A BREAK.

## BIG 50 Example:

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Dr. John	Southside	Christies	Tiffany	Travers
ACME	Olderorg Smith	Barrens	Caldwell	Verizon
Ryder	Trailer	Midland Buick	Rexler	Nascar
Effortville	MiRancho Gary's	Taylor BMW	Scuba Net	John Deere
TJ's	Burgers	Reynolds	Trac Phone	State Farm
Bob Ryan	San Jo	Big Chalk	Bob Cat	Roxy Road
Treadway	Ramada	Rylanders Tree	GE	Disana
West Side	Ryan Steak	Champions	Travelers	Coke
Era School	Zelburg	Echo Tech	Doritos	Geico
Bills Bar	Radio Shack	Apple Magic	Weather Vein	Big Town Prod



# STEPS TO PERFECT PROSPECTING

**1. DEFINE THE PERFECT PROSPECT**

**2. CREATE THE PERFECT BIG 50 LIST**

**---Including “non-creepy” personalized research**

**3. CREATE THE PERFECT EMAIL**

**4. CREATE THE PERFECT VOICE MAIL**

**5. CREATE THE PERFECT CALL ZONE**

**6. CREATE THE PERFECT PATTERN**

**IDEAS**  
*into*  
**A.C.T.I.O.N**

# PROSPECTING FOR SUCCESS



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