




## 10 Prospecting Tips for Success Consumer Sales Focus

© Brain Swell Media, LLC. Do not reproduce or distribute without written permission in any form.

1. Having a prospecting process is critical.

50% of sales time is wasted on unproductive prospecting.  
-The B2B Lead

CRM expertise  
Pre-call client research  
Email templates  
Voice mail templates  
Tested subject lines  
Precise patterns call patterns

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



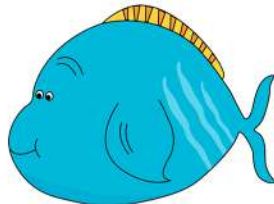
## Prospecting Portfolio

**Minnow**



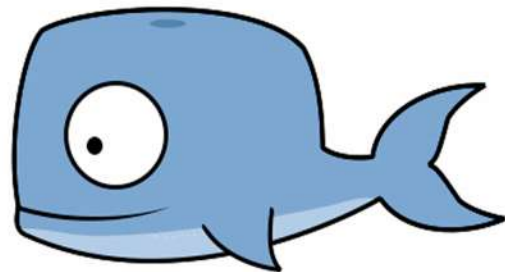
**20%**

**COD**



**60%**

**Whales**



**20%**

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



Monday	Tuesday	Wednesday	Thursday	Friday
ACME	Toyota	John Deere	Crains	Kiotti
Jammer	Welsely	Colt	Nike	Janskin
Academy	Double T	Diamond	Avis	Carver
Rossi	Kubota	Atlas	Mercedes	Crane

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



2. Being relevant and specific changes everything.

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



57% of email recipients consider a message to be Spam if it isn't relevant to their needs, even when they know the vendor well. - wsj.com

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



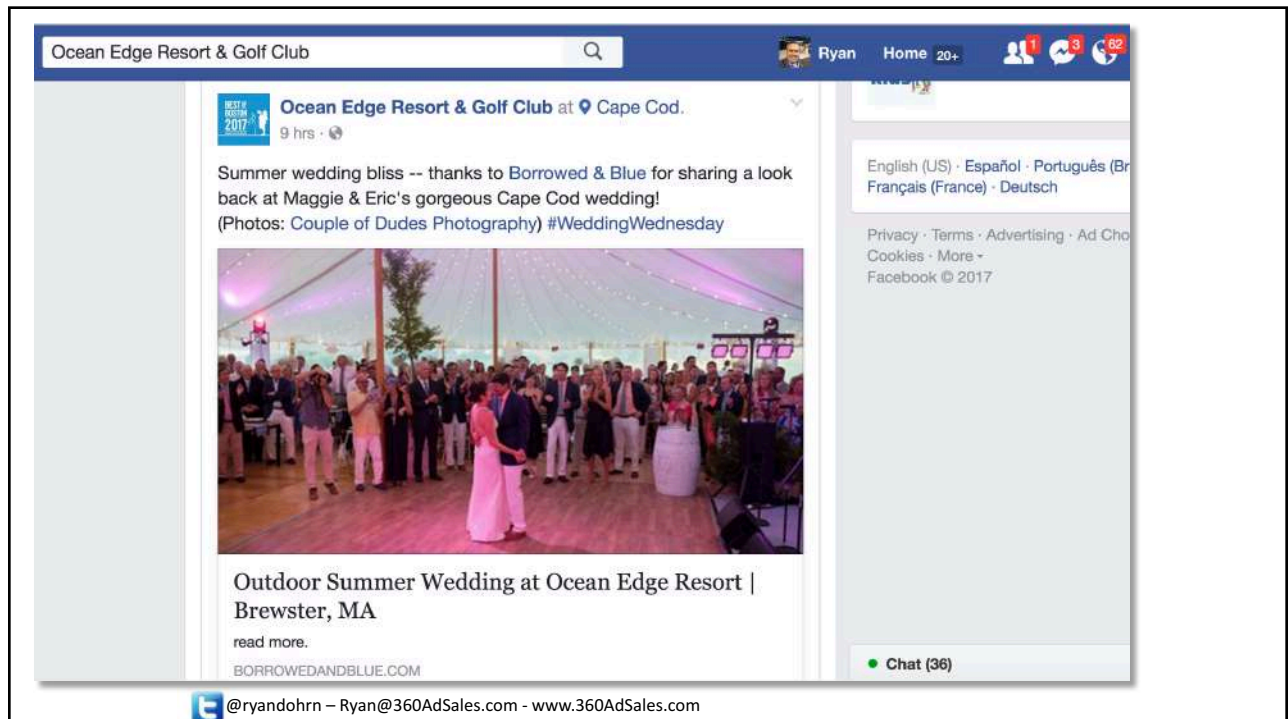
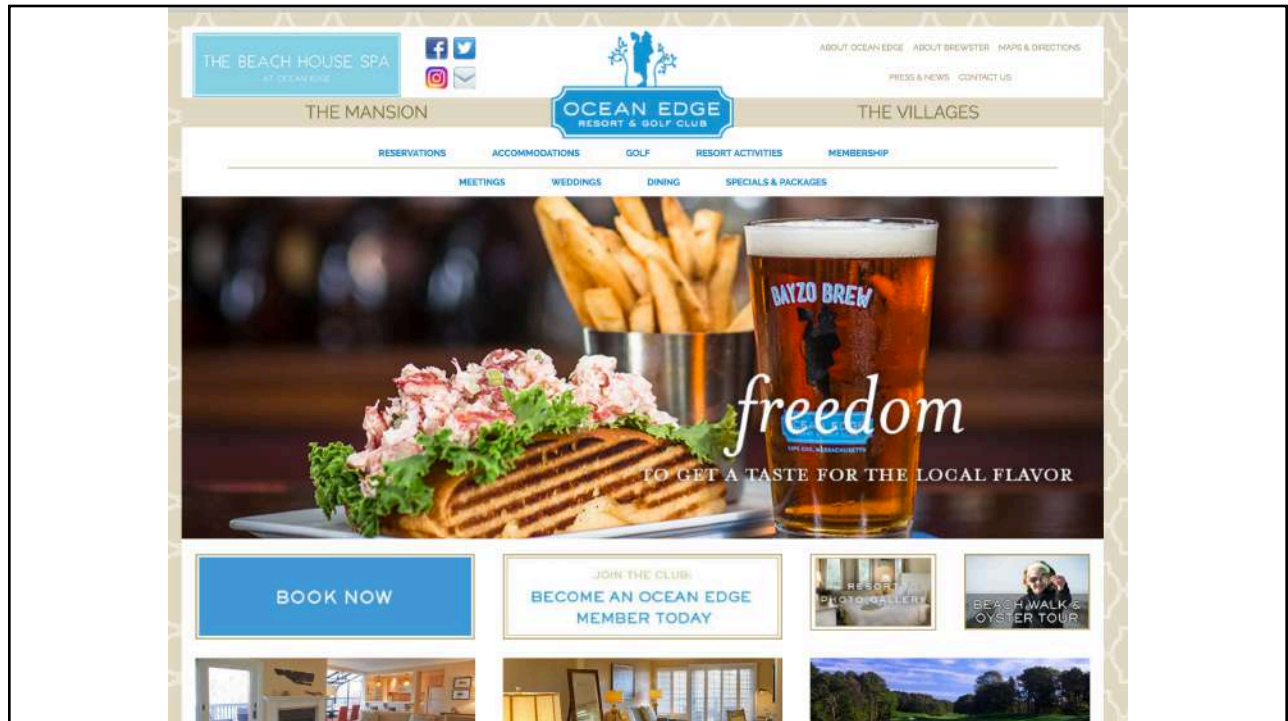
The screenshot shows a Google search for "The Mansion at Ocean Edge". The search results include several ads and organic listings. On the right side, there is a detailed card for "Ocean Edge Resort & Golf Club" with a 4.2-star rating, 168 Google reviews, and a 4-star hotel rating. The card includes a photo of the resort, a map, and contact information: Address: 2907 Main St, Brewster, MA 02631; Phone: (508) 896-9000. There is also a "Check availability" button with options for "Tonight" and "Tomorrow".

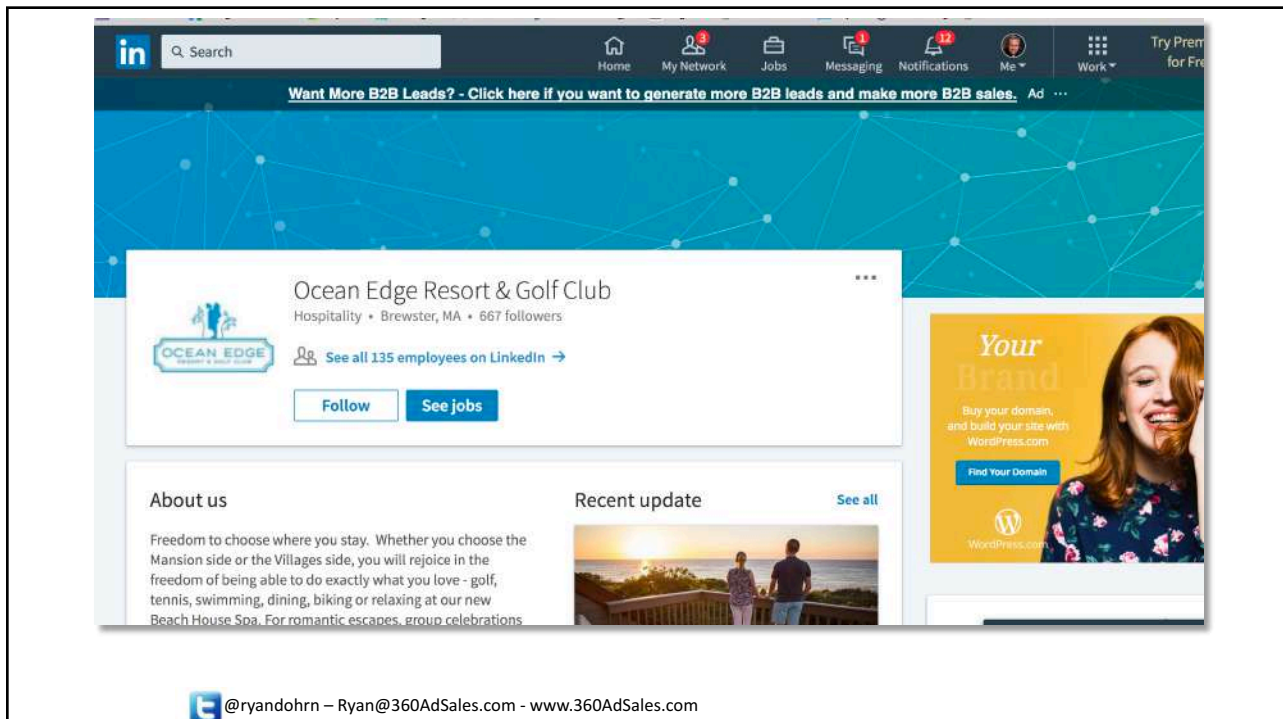
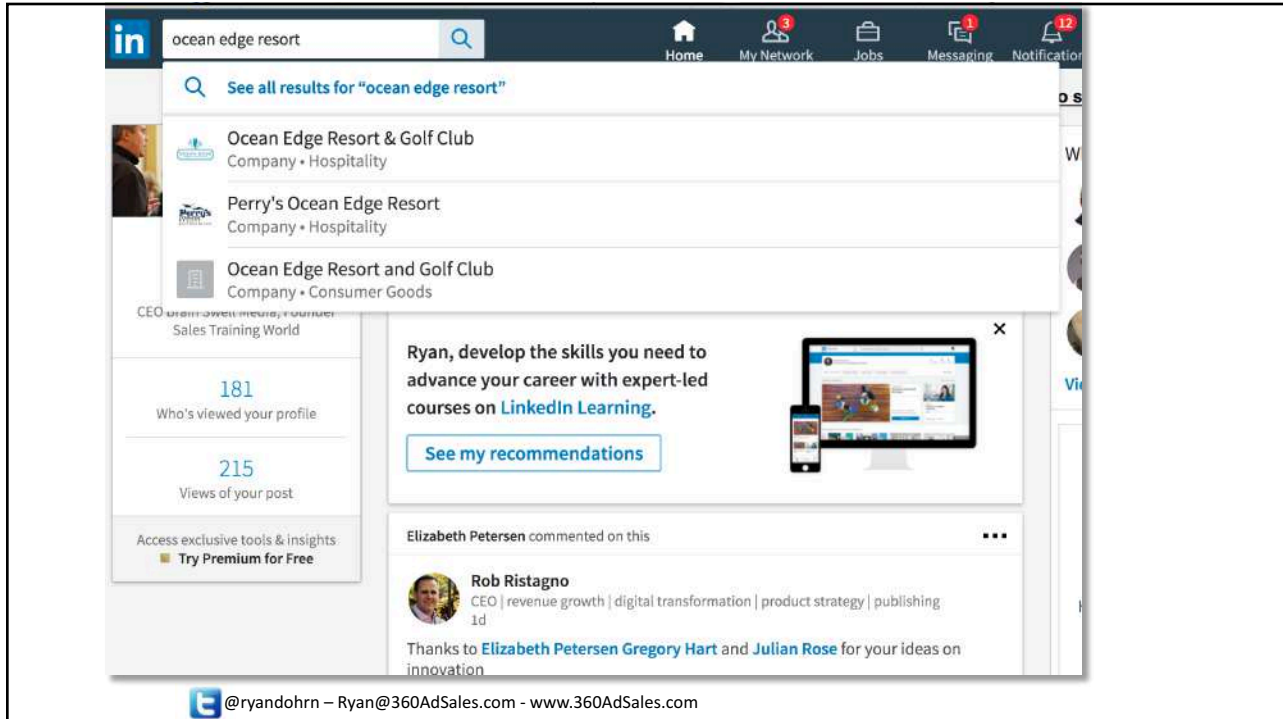
Search results for "The Mansion at Ocean Edge":

- The Mansion At Ocean Edge - Bed & Breakfast Pkg. Cape Cod**  
[www.oceanedge.com/Official-Site/B&B\\_Pkg](http://www.oceanedge.com/Official-Site/B&B_Pkg) (508) 687-0277  
 One-night Stay in a Mansion, Breakfast, Indoor Pool, Bike Trail & Much More.  
 Villas are Available. · Outdoor & Indoor Pools. · Overlooking Cape Cod Bay · Near the Beach  
 Amenities: Private Beach, Indoor/Outdoor Pools, Tennis, Golf, Spa Treatment, Dining Experiences, O...  
 Spa Services · Specials And Packages · Endless Resort Activities · Nearby Attractions · Indoor Pools
- The Mansion at Ocean Edge Club - Brewster. Book now - booking.com**  
[www.booking.com/The\\_Mansion\\_at/Ocean\\_Edge](http://www.booking.com/The_Mansion_at/Ocean_Edge)  
 4.5 ★★★★★ rating for booking.com  
 Mansion Ocean Edge Resort, Brewster. Best Price Guarantee.  
 24/7 Customer Service · Get Instant Confirmation · We speak your language  
 Ratings: Selection 10/10 - Website 9.5/10 - Prices 9.5/10 - Travel info 9.5/10 - Fees 9.5/10  
 Book Now · Book for Tomorrow · No Booking Fees · Secure Booking · Book for Tonight
- The Mansion At Ocean Edge - Hotel Reviews and Photos**  
[www.tripadvisor.com/](http://www.tripadvisor.com/)  
 Detailed Reviews and Recent Photos. Know What To Expect Before You Book.  
 Ratings: Travel info 10/10 - Website 10/10 - Selection 10/10 - Fees 9.5/10 - Prices 9.5/10
- The Mansion at Ocean Edge: 2017 Room Prices, Deals & Reviews**  
[www.expedia.com/Hotels](http://www.expedia.com/Hotels)  
 Save Big on Hotels with Expedia. Get the Expedia Price Guarantee.

**Ocean Edge Resort & Golf Club** ★  
 4.2 ★★★★★ 168 Google reviews  
 4-star hotel  
 Address: 2907 Main St, Brewster, MA 02631  
 Phone: (508) 896-9000  
 Check availability  
 Tonight Tomorrow

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







This screenshot shows a LinkedIn search results page. At the top, there is a navigation bar with icons for Home, My Network (3), Jobs, Messaging (1), Notifications (12), Me, and Work. A search bar is present on the left. Below the navigation, there are tabs for Top, People, Jobs, Posts, Companies, Groups, and Schools. A banner ad reads "Is Your Business Listed? - List your business across the Internet. Enter business address to start now". The main content area shows "Showing 127 results" and lists four profiles:

- Paul Rudeen** • 2nd: PGA Master Professional Director of Instruction Ocean Edge Resort and Golf Club, paul... Barnstable/Yarmouth, Massachusetts Area. Button: [Connect](#). Current: PGA Director of Instruction at Ocean Edge Resort & Golf Club. 1 shared connection.
- Elizabeth Stefan** • 3rd: Director of Marketing at Ocean Edge Resort & Golf Club Greater Boston Area. Button: [Send InMail](#).
- Bryan Webb** • 3rd: Resort Manager at Ocean Edge Resort & Golf Club Barnstable/Yarmouth, Massachusetts Area. Button: [Send InMail](#).
- Kara Tajima** • 3rd: Director of Association Sales Greater Boston Area. Button: [Send InMail](#). Current: Director of Association Sales at Ocean Edge Resort & Golf Club.

On the right side, there is a "Filter people by" section with "Clear all (1)". It includes filters for Connections (1st, 2nd, 3rd+), Keywords, Locations, and Current companies (Ocean Edge Resort & Golf Club, Microsoft, Amazon, Google, LinkedIn). A "Messaging" notification is visible at the bottom right.

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

This screenshot shows the LinkedIn profile page for Elizabeth Stefan. The top navigation bar is identical to the previous screenshot. A banner ad reads "Unsecured Business Loans - Get \$5K - \$600K! Fast & Easy Loans. \$10K Monthly Gross Required To Qualify. Ad ...". The profile header features a blue background with a network diagram and a circular profile picture of Elizabeth Stefan, marked as "3rd".

**Elizabeth Stefan**  
Director of Marketing at Ocean Edge Resort & Golf Club  
Ocean Edge Resort & Golf Club • Boston University  
Greater Boston Area • 500+ &

Buttons: [Send InMail](#), [More \\*\\*\\*](#)

Marketing Director with extensive knowledge of the online media market, who recognizes that a business must have

**Contact and Personal Info**  
Elizabeth's Profile and Websites  
[Show more](#)

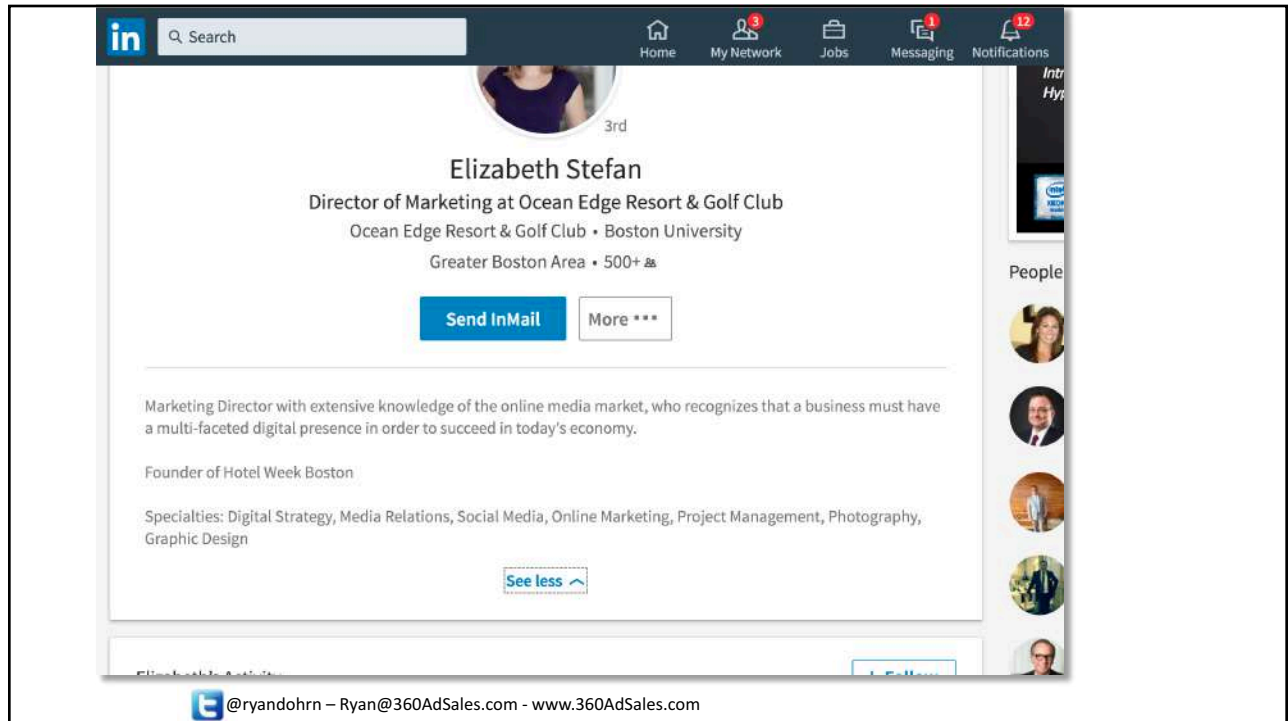
**People Also Viewed**

- Kim Richard** • 3rd: Director of Sales at Yotel Boston

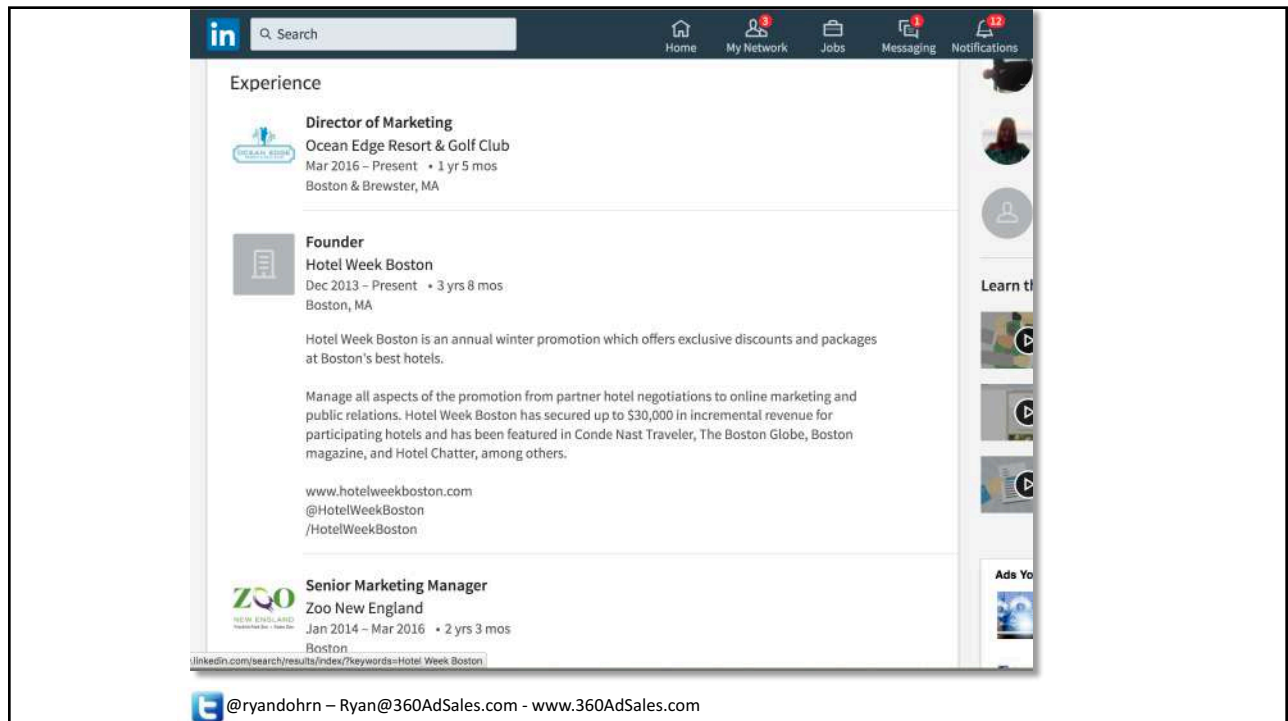
A "Messaging" notification is visible at the bottom right.

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





The screenshot shows the top portion of a LinkedIn profile for Elizabeth Stefan. At the top, there is a navigation bar with icons for Home, My Network (with a red notification badge showing '3'), Jobs, Messaging (with a red notification badge showing '1'), and Notifications (with a red notification badge showing '12'). Below the navigation bar is a search bar and a profile picture of Elizabeth Stefan. Her name 'Elizabeth Stefan' is prominently displayed, followed by her title 'Director of Marketing at Ocean Edge Resort & Golf Club' and her location 'Greater Boston Area • 500+'. There are two buttons: 'Send InMail' and 'More \*\*\*'. Below this is a short bio: 'Marketing Director with extensive knowledge of the online media market, who recognizes that a business must have a multi-faceted digital presence in order to succeed in today's economy.' It also mentions 'Founder of Hotel Week Boston' and lists specialties: 'Digital Strategy, Media Relations, Social Media, Online Marketing, Project Management, Photography, Graphic Design'. A 'See less' link is visible. On the right side, there is a 'People' section with several profile pictures. At the bottom of the screenshot, there is a Twitter icon and the text '@ryandohrn - Ryan@360AdSales.com - www.360AdSales.com'.



The screenshot shows the 'Experience' section of Elizabeth Stefan's LinkedIn profile. The navigation bar at the top is identical to the previous screenshot. The 'Experience' section lists three roles:

- Director of Marketing**  
Ocean Edge Resort & Golf Club  
Mar 2016 - Present • 1 yr 5 mos  
Boston & Brewster, MA
- Founder**  
Hotel Week Boston  
Dec 2013 - Present • 3 yrs 8 mos  
Boston, MA  
Hotel Week Boston is an annual winter promotion which offers exclusive discounts and packages at Boston's best hotels.  
Manage all aspects of the promotion from partner hotel negotiations to online marketing and public relations. Hotel Week Boston has secured up to \$30,000 in incremental revenue for participating hotels and has been featured in Conde Nast Traveler, The Boston Globe, Boston magazine, and Hotel Chatter, among others.  
www.hotelweekboston.com  
@HotelWeekBoston  
/HotelWeekBoston
- Senior Marketing Manager**  
Zoo New England  
Jan 2014 - Mar 2016 • 2 yrs 3 mos  
Boston

At the bottom of the Experience section, there is a small URL: [https://www.linkedin.com/search/results/index/?keywords=Hotel Week Boston](https://www.linkedin.com/search/results/index/?keywords=Hotel%20Week%20Boston). On the right side, there is a 'Learn t' section with several video thumbnails. At the bottom of the screenshot, there is a Twitter icon and the text '@ryandohrn - Ryan@360AdSales.com - www.360AdSales.com'.

Google

All News Videos Shopping Images More Settings Tools


3 results (0.55 seconds)

**Ocean Edge Resort & Golf Club - Exquisite Cape Cod Resort**  
[www.oceanedge.com/Official-Site/Excl\\_Spl](http://www.oceanedge.com/Official-Site/Excl_Spl) (774) 323-6191  
 Voted a Top Ten Resort. Exclusive Packages when You Book Direct. Book Now.  
 Amenities: Private Beach, Indoor/Outdoor Pools, Tennis, Golf, Spa Treatment, Dining Experiences, O...  
 Specials And Packages · 3 Restaurants & Pool Bar · Best Rate Guarantee · Spa Services  
 2907 Main St, Brewster, MA

**Ocean Edge Resort & Golf Club - Reviews | Facebook**  
<https://www.facebook.com/oceanedgeresort/reviews>  
 ★★★★★ Rating: 4.5 - 349 votes  
 -Elizabeth ([elizabeth.stefan@oceanedge.com](mailto:elizabeth.stefan@oceanedge.com)), October 3, 2016 at 2:36pm. Remove. Cynthia Vaccaro Hicks. Remove. Cynthia Vaccaro Hicks Great thank you.


**Summer Dreams, now 15% off | Cape Cod Chamber of Commerce**  
[www.capecodchamber.org/hot-deals/summer-dreams-now-15](http://www.capecodchamber.org/hot-deals/summer-dreams-now-15)  
[elizabeth.stefan@oceanedge.com](mailto:elizabeth.stefan@oceanedge.com) (508) 896-9000. Summer Dreams, now 15% off. We encourage you to make yourself at home when you stay at Arbor or ...

**Ocean Edge Golf Club Course Review - Blogarama**  
[www.blogarama.com/individual.../4670647-ocean-edge-golf-club-course-review](http://www.blogarama.com/individual.../4670647-ocean-edge-golf-club-course-review)  
 Jun 8, 2016 - If you're interested in membership please contact Elizabeth Stefan at 774-323-6192 or email her at [elizabeth.stefan@oceanedge.com](mailto:elizabeth.stefan@oceanedge.com)

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


Hi Elizabeth. Before emailing you I was doing some research on Ocean Edge. Love your weddings on Wednesday idea.

3. Subject lines drive open rates.

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



35% of email recipients open emails based on the subject line and nothing else. — Convince and Convert

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



Best Subject Lines:

May 29<sup>th</sup>?


New idea for you

Quick note for you

Considered this?

I was just wondering...

Competitive edge over X

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




4. Perfect *email structure* increases response rates.

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




Subject line: May 29<sup>th</sup>?

Hi Elizabeth. Before emailing you I was doing some research on Ocean Edge. Love your weddings on Wednesday idea. I have some new ideas to help you promote that and more. Could we chat for 10 minutes on May the 29<sup>th</sup>?

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




5. *Success stories* increase a prospects response rate.

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



Subject line: Big Oak B&B?

Hi Elizabeth. I was talking to Julie over at Big Oak B&B today. I have helped them grow their business BIG TIME! Love to share this info with you too. Can I drop by Tuesday morning for a 10 minute chat?

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




6. Call and email at the *perfect time*.

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





What two times of day are the most common for corporate meetings?

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



What two times of day are the most common for corporate meetings?


**10am and 2pm!**

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



BEST CALL TIMES....

11:15am and 4:15pm **in your clients time zone!**

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




7. Using the *phone* is critical to the total prospecting process.

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




Phone calls are 10x more likely to lead to sales. - Grasshopper Research

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



8. Polite *persistence* is the key to moving the sale forward.

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



Touch 1 –Monday - Voice Mail #1, Email #1

- Wait 2 business days

Touch 2 – Thursday - Voice Mail #2, Email #2

- Wait 2 business days

Touch 3 – Tuesday - Voice Mail #3, Email #3


- Wait 2 business days

Touch 4 – Friday - Voice Mail #4, Email #4

- Next day

Touch 5 – Monday - Voice Mail #5, Email #5

- Start Over

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




9. Use math to your advantage.

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



92% of salespeople give up after four “no’s”, but 80% of prospects say “no” four times before they say “yes”. — [Marketing Donut](#)

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




10. Work your plan.

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




Use your calendar to drive your day  
not what arrives in your inbox.

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



1. Having a prospecting process is critical.
2. Being relevant and specific changes everything.
3. Subject lines drive open rates.
4. Perfect email structure increases response rates.
5. Success stories increase a prospects response rate.
6. Call and email at the perfect time.
7. Using the phone is critical to the total prospecting process.
8. Polite persistence is the key to moving the sale forward.
9. Use math to your advantage.
10. Work your plan.

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







## 10 Prospecting Tips for Success Consumer Sales Focus

© Brain Swell Media, LLC. Do not reproduce or distribute without written permission in any form.