



[Do you have a system in place for prospecting?](#) by ShaChena Gibbs

How many errands will you be running today? How many people you know that you will definitely come in contact with on your way to and from work? Who will you most likely be chatting on the phone with before the week is out? These are your PROSPECTS!

Most folks have a daily routine that they follow. While creating your to do list for the following day, think about who you will be in contact with along the way. If you know you will be speaking to your child's teacher bring him/her a brochure. Going to the Post Office? Bring your brochure to give to the clerk.

Creating a system that works with your schedule can be extremely productive and effective if properly executed. One thing that is a must when you are out prospecting is following up! In addition to creating a system for prospecting new customers, is creating a follow system. The fortune is in the follow up.

Another great way is to create a prospect list. Do you have a number of prospects in the same area? Well, generate a schedule to travel in a particular route to reach all the prospects in that specific route. Call them to let them know on what day and time you will be in there area and you would like to stop by to share some information. It's all about time management and being organized.

If you are doing your business part time or full time, you can still establish your daily or weekly routing routine to be able to visit more potential customers. You can save yourself a lot of aggravation from being scattered all over the place.

Prospecting is a job within it self. Have you heard the saying “Work Smarter Not Harder”? Well, that is the goal. Know you’re routine and create a prospect system that will work for you and your time. Don’t go out to prospect! Prospect while you are out!.



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