

SALES PROCESS GUIDE

Select your target companies

Use Google to find those companies that fit the target and make a list

Identify the contact in each company

Determine if you know the contact, or if you know someone who knows them well enough to provide an introduction

For those companies where you know someone other than the contact, ask for an introduction:

“Hi Joe. Would you be open to introducing me to {contact}? I’d like to learn about (your area of interest). We’ve created a product/service that might help them (solve the problem you address). Do you think that’s something they’d be interested in exploring?”

For those companies where you know someone who knows a leader at the company, ask for an introduction.

“Hi Joe. I understand you are connected to (contact). Would you be open to introducing me to him/her? I’d like to learn about (your area of interest). We’ve created a product/service that might help them (solve the problem you address). Do you think that’s something they’d be interested in exploring?”

When you get the introduction, your goal is to gain a meeting. You reach out to the prospect by phone.

“Hello, {prospect}. I appreciate ‘Joe’ introducing us. I was wondering if we could schedule a short meeting. I’d love to learn about your company. We’re all about (your solution) and we like to connect with other companies in the area. Is there a time next week that works for you?”