

WORKSHEET FOR SALESPeOPLE

E-LESSON #1

PROSPECTING LOCAL DIRECT

Name: _____ Date: _____



The purpose of this worksheet is to help to start developing a better system for prospecting new local direct business accounts.

1. Circle the percentage figure that best represents the work time you spend on prospecting for new local direct business.
 - a. 80 percent
 - b. 70 percent
 - c. 60 percent
 - d. 50 percent
 - e. 40 percent
 - f. 30 percent
 - g. 20 percent
 - h. 10 percent
 - i. Less than 10 percent

2. About how many local direct businesses do you believe you prospect during an average week?

3. Name five local direct accounts that you are prospecting for long-term contracts right now.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

4. In order of time spent, with 1 being the activity in which you spend most of your weekly work time and 5 being the least amount of time, rank the following activities in your average week.
(____) Prospecting for new business
(____) Writing proposals/working on ratings reports for clients
(____) Working on creative for clients
(____) Presentations to clients
(____) Servicing existing clients

5. Define one or more specific actions that you will take from this E-Lesson and use in the next seven days. Use the back of this sheet if you need more room.

*Paul Weyland is president of Paul Weyland Training Seminars.
Please call him with any questions regarding this session. He can be reached at (512) 236-1222 or
www.paulweyland.com*