

How To Create An Effective (And Consistent) Prospecting Plan



First things first . . .

You need to create an “1 1:30 Plan”.

What the heck is an “1 1:30 Plan”?

An “1 1:30 Plan” is an activity plan to help you GROW your sales.

Each one of those numbers stands for something.

The first “1” stands for your daily activity

The second “1” stands for your weekly activity

The “30” stands for your monthly activity

But before you create your plan, you really need to consider ALL your options with regard to getting the attention, of your potential clients.

That’s why you need to complete the exercise on the next two pages.

It’s designed to give you at least 33 ways to approach a potential client.

CASTAIN TRAINING SYSTEMS

**Training | Consulting | Coaching | Speaking Engagements
(631) 455-2455**

The Tool Shed Exercise

Part I

Picture a tool shed, with a bunch of empty shelves. Each shelf is labeled with various ways to approach a potential client. One shelf could be labeled “Phone”. Another shelf could be labeled “Email”. How about the other shelves? Come up with at least 11 shelves.

This image shows a single page of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

The Tool Shed Exercise

Part II The Drop Down Menu

For each shelf, picture a drop down menu with options within that category. For example, there are different types of emails, right? There are intro emails, emails where I share a resource with you. Emails where I ask you a specific question. There are emails where I offer an idea or perhaps introduce you to someone that could help you or buy from you. Create a drop down menu with at least 3 options for each of the shelves you've installed.

[illegible]

[illegible]

So hopefully you've taken the time to do the exercise, because if you did, you now have quite a few more options than you did before.

Now it's time to create your "1 1:30 Plan"

Carve out some quiet thinking time and complete the Daily, Weekly and Monthly activity exercise on the following pages.

CASTAIN TRAINING SYSTEMS

Training | Consulting | Coaching | Speaking Engagements
(631) 455-2455

Daily

Take a look at the Tool Shed exercise you completed and decide on what types of activities you are going to commit to on a DAILY basis. Be specific. For example “10 calls to 10 people I’m not currently doing business with.”

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Weekly

Take a look at the Tool Shed exercise you completed and decide on what types of activities you are going to commit to on a WEEKLY Basis. Be specific. For example
 “Speak with 3 people in my LinkedIn network”

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Monthly

Take a look at the Tool Shed exercise you completed and decide on what types of activities you are going to commit to on a MONTHLY basis. Be specific. For example “Email blast to my database.”

[illegible]

One More Thing About Your “1 1:30 Plan”

Set an alert on your phone to go off at 1 1:30 each day
and label the alarm . . .

“Am I working my 1 1:30 Plan today?”

And if by chance you aren't, 1 1:30 is much better than
4:59 to get back on track!

CASTAIN TRAINING SYSTEMS

Training | Consulting | Coaching | Speaking Engagements
(631) 455-2455

Congrats!

You now have MORE options than before,
more ways to keep in touch with your
potential clients and;

A system to help you do it more consistently!

Would you like a few more
ideas?

[Click HERE](#)