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Fanatical Prospecting: The Ultimate Guide For Starting Sales Conversations And Filling The Pipeline By Leveraging Social Selling, Telephone, E-Mail, And Cold Calling

THE ULTIMATE GUIDE TO OPENING SALES CONVERSATIONS
FANATICAL
AND FILLING THE PIPELINE BY LEVERAGING
PROSPECTING
SOCIAL SELLING, TELEPHONE, E-MAIL, TEXT, AND COLD CALLING



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Synopsis

Ditch the failed sales tactics, fill your pipeline, and crush your number. Fanatical Prospecting gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development: prospecting. The brutal fact is that the number one reason for failure in sales is an empty pipe, and the root cause of an empty pipeline is the failure to consistently prospect. By ignoring the muscle of prospecting, many otherwise competent salespeople and sales organizations consistently underperform. Step by step, Jeb Blount outlines his innovative approach to prospecting that works for real people in the real world with real prospects. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels. This book reveals the secrets, techniques, and tips of top earners. You'll learn: Why the 30-Day Rule is critical for keeping the pipeline full Why understanding the Law of Replacement is the key to avoiding sales slumps How to leverage the Law of Familiarity to reduce prospecting friction and avoid rejection The 5 C's of Social Selling and how to use them to get prospects to call you How to use the simple 5-Step Telephone Framework to get more appointments fast How to double callbacks with a powerful voice mail technique How to leverage the powerful 4-Step Email Prospecting Framework to create emails that compel prospects to respond How to get text working for you with the 7-Step Text Message Prospecting Framework And so much more! Fanatical Prospecting is filled with the high-powered strategies, techniques, and tools you need to fill your pipeline with high quality opportunities. In the most comprehensive book ever written about sales prospecting, Jeb Blount reveals the real secret to improving sales productivity and growing your income fast. You'll gain the power to blow through resistance and objections, gain more appointments, start more sales conversations, and close more sales. Break free from the fear and frustration that is holding you and your team back from effective and consistent prospecting. It's time to get off the feast or famine sales roller coaster for good!

Book Information

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Customer Reviews

Until someone mentioned "Fanatical Prospecting," I had never heard of the book or its author Jeb Blount. Noticing the book was #1 on Amazon's telemarketing best seller list, I ordered a copy and began reading with an open mind. The book, especially at the beginning and the very end, is about 50% standard sales motivation content covering well-trodden material like the amygdala/lizard brain, Amy Cuddy's TED talk on body language, etc. However, the other 50% delivers very practical processes and templates that make the book one of the better sales books available. All told, I felt the book was a must read. Here is my summary of key take-aways:

1. Knowing that activity takes 90+ days to pay off, successful salespeople relentlessly fill their pipeline through a mixture of telephone, in-person, e-mail, social selling, text messaging, referrals, networking, inbound leads, trade shows, and cold calling.
2. Here is the brutal truth: Salespeople who ignore the phone fail.
3. Top performers organize their day into distinct time blocks dedicated to specific activities, concentrating their focus and eliminating distractions within those blocks | We schedule our prospecting blocks [on our calendars] into three "Power Hours" that are spread across the day "morning, midday, and afternoon."
4. While setting an appointment is your primary objective with prospects you have already prequalified as potential buyers, gathering information is your primary objective with prospects you have not qualified.
- 5.

This is a tough book for me to rate, because how much you get out of it really depends on your prior experience in reading sales books. I'm a completely scatterbrained prospector. I bought this book hoping to find information on many forms of prospecting, and how to bring it all together into a structure. After spending the money, and reading the book cover to cover, I can tell you what I found is a ton of motivational speaking with prospecting tips scattered about. You'll learn some good ideas about scripting for the phone, and in person cold calling. You'll get some good thoughts about using social media as leverage. And you'll get some information about time blocking your prospecting activities. If you have never read a book on prospecting and selling, this is a really nice all in one resource. If you've read a bunch of sales self help books, you likely won't find anything new here.

With 320 pages, I felt for sure there would be a chapter on bringing it all together, like 'A day in the life of a fanatical prospector', to give the reader a sample framework in which to form a basis to change how they prospect. That's what I needed, as I'm pretty good with scripting, but my overall time management and flow of the multiple prospecting mediums sucks. That isn't in this book. So whether you think it's worth the money really depends on what you've read to this point. If this is your first sales book, and you are brand new to sales, it's a great place to start. If you've read a lot of other sales books, don't spend the money. An additional note: I'm getting a little frustrated with the fact that there are more and more books loaded with compensated reviewers on .

... is what I wrote to Anthony Iannarino of thesalesblog.com after his rave review of Jeb Blount's Fanatical Prospecting. And I told him that I wasn't going to buy this book for that reason. Anthony said he'd reimburse me if I wasn't satisfied.... and he must have told Jeb because, Jeb sent me an gift certificate to buy the book (and review it fairly). So...DISCLAIMER - I was paid to review this book, but I wasn't paid to give it an excellent review. The book is excellent. It is the first sales book I've read and, after my experience with this book, it won't be the last Jeb Blount sales book I read. I really, truly wish I had this book a decade ago when I first started my own business. I have only limited experience in sales, but prospecting (a term I didn't know before) frustrates and scares the heck out of me. And, apparently, I'm not alone. I devoured the book in 3 days (chewing up my weekend) and have already started using some of Jeb's strategies on social networks and in email. Jeb covers all the bases including personal marketing (public speaking, participating in social networks, and conferences) as well as the details of phone, email, face to face, text, and social marketing. I hadn't even thought of using text for marketing... and I'd read Jeb's chapter on it before I started. A lot of "guru" books have one or two ideas and an awful lot of anecdote. For me, you can judge a good business book by how many page corners are turned . Fanatical Prospecting won't close properly anymore because I've folded so many pages (see the included photo). Great material. No nonsense. An easy read.

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