

PROSPECTING PARTNER DRIVE

Best practice guide

Prospecting is a critical process in sales and business development, aimed at identifying and converting potential customers into actual clients. To optimize your prospecting efforts and increase your chances of success, here's a best practice guide to follow:



1 Plan ahead

Set aside dedicated time each week to concentrate on the Partner Drive solution focus areas.



2 Harness ServiceNow tools

Take advantage of the resources provided by ServiceNow for each solution category by actively watching, reading, and gathering information.



3 Define your target audience

Clearly identify your ideal customer profile (ICP) based on demographics, industry, company size, pain points, and other relevant criteria. This will help you focus your prospecting efforts on the most promising leads.



4 Use multiple channels

Utilise a combination of channels to reach your prospects effectively. This can include email, phone calls, social media, events, networking, and more. Diversifying your approach increases your chances of connecting with potential customers.



5 Research thoroughly

Prior to reaching out to prospects, conduct comprehensive research on their company, industry, and individual roles. Understand their pain points, challenges, and needs. This will enable you to tailor your messaging and demonstrate that you have valuable insights to offer.



6 Craft personalised messages

Avoid generic and mass-produced messages. Instead, personalise your outreach to demonstrate that you've taken the time to understand your prospect's specific situation. Highlight how your product or service can address their pain points and provide value.



7 Utilise referrals and introductions

Leverage existing relationships and connections to gain warm introductions to prospects. Referrals from satisfied customers or colleagues can significantly increase your chances of success. Request introductions and recommendations from your network.



8 Establish a strong online presence

Maintain an active presence on social media platforms, particularly those relevant to your target audience. Share valuable content, engage with prospects, and establish yourself as a trusted industry expert. This helps build credibility and increases your visibility.



9 Implement an effective CRM system

Use a customer relationship management (CRM) system to manage and track your prospecting activities. It will help you organise your leads, track interactions, set reminders, and analyse your pipeline's performance.



10 Follow up consistently

Don't underestimate the importance of follow-up. Many deals are lost because of inadequate follow-up efforts. Be persistent but respectful, and use a combination of phone calls, emails, and other communication channels to stay on your prospect's radar.



11 Analyse and iterate

Continually evaluate the effectiveness of your prospecting efforts. Track your key metrics, such as response rates, conversion rates, and revenue generated. Use this data to identify areas for improvement and refine your prospecting strategies over time.



12 Provide value first

Instead of focusing solely on making a sale, aim to provide value to your prospects. Share educational content, industry insights, or useful resources. Building a reputation as a helpful and knowledgeable professional can establish trust and increase the likelihood of conversion.



Remember, prospecting is a long-term process that requires persistence, adaptability, and continuous improvement. By implementing these best practices, you'll be able to maximize your prospecting efforts and increase your chances of success.