

PROSPECTING

SEEING THE *SERVICE* FOR THE SALE

George W. Granberry, III

Prospecting



- The act of looking forward
- A mental picture of something
- Something that is awaited or expected

The act of establishing a lead for the purpose of scheduling an appointment!



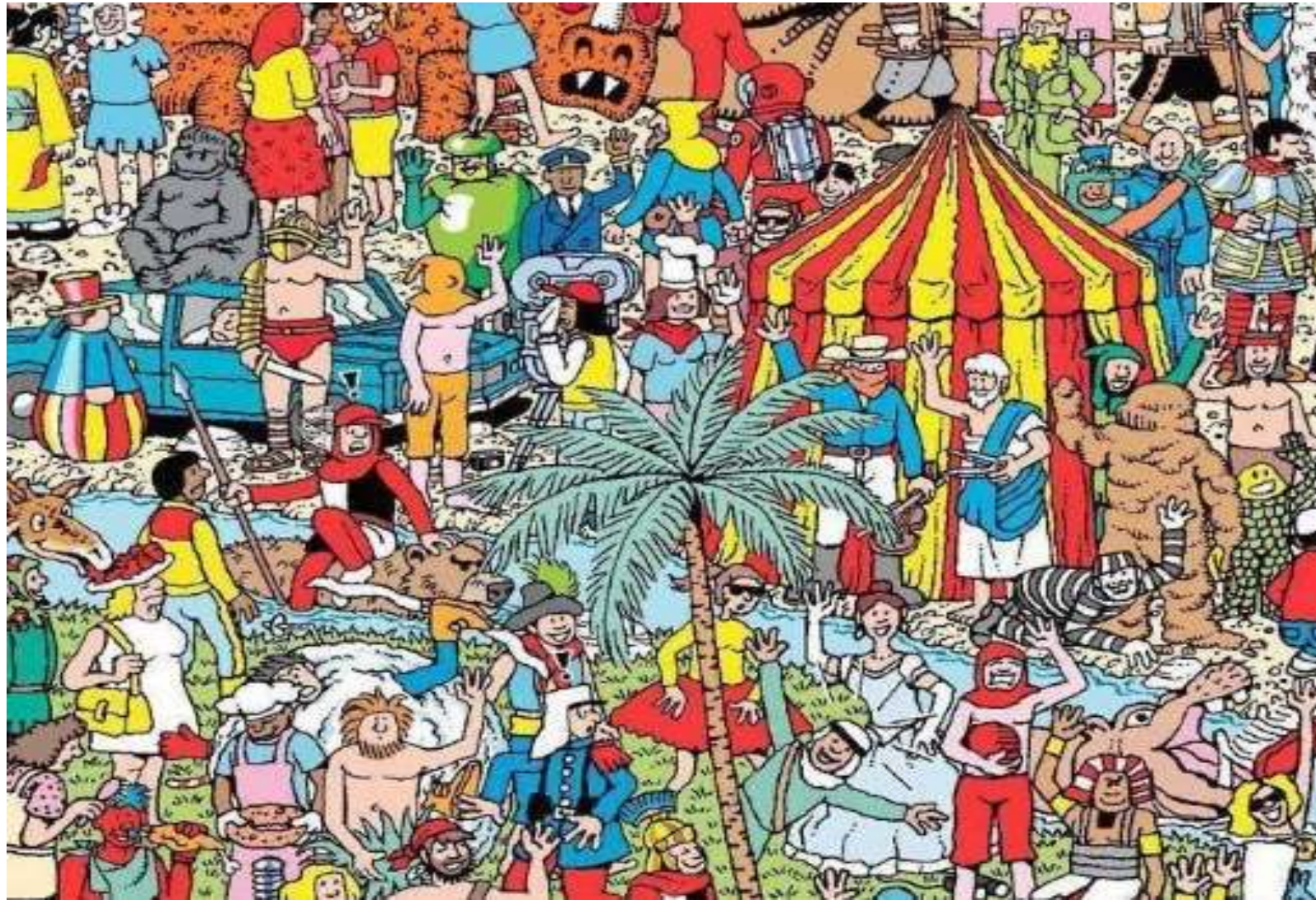
To Prospecting

- Know your market
- Know *yourself*
- Have a passion to serve

You can gain a prospect *every* interaction you have during the day.

EVERYONE IS A PROSPECT

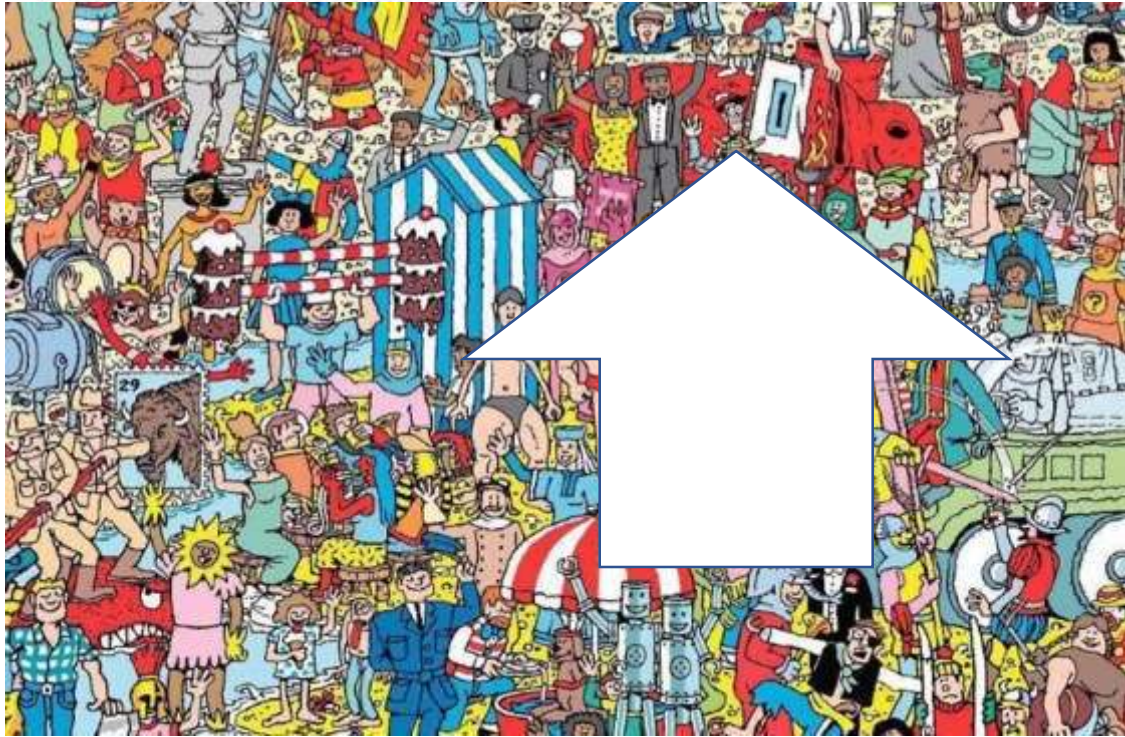












Hi! I'm Waldo
and I want to give
you my money!



We learn more about the people in this photo when we look for more than just Waldo.

Know Your Market

Discovery

Leverage - Centers of Influence

Start Where You Can - Warm Leads

Competition – Inform Yourself

You must believe there is a **NEED** to meet with you. If you don't, they won't.



*Gwendolyn
Howard*

May 9, 1942 - November 9, 2019



Lights,
Camera...ACTION





You're not selling what it is, you're selling what it does.

It's ALL Prospecting!

- Memorial Orders
- Pre-Need > At-Need
- Complaints
- Flower Program
- Online Inquiry
- Flower Vase
- Duplicate Deeds
- Account Review
- Distraught Family Member
- Directions
- Referrals



Serve As Promised

Action

Regardless of the nature of the transaction, see it through.
Use the initial conversation to create rapport & trust to
leverage new business.



Need Based Actions

Educate your client around the needs they have and what actions they will take when the time comes?

Is there a difference between educating a person and selling them a product?

Growing Your Business

Farming leads requires preparation, timing & consistency

Preparation = Till the soil then plant your seeds

Timing = Know when to act

Consistency = Do it every time



Preparation

Pull the weeds

Till the soil

Plant the seeds



Timing is Key

Be thankful for the rain

Know when to water



Be consistent – Make time daily!

Organize Proactively

1. Organize the next day the night before
2. Prioritize
3. Look for opportunities to create leads during your day



**Manage the day, don't
let the day manage you!**



Don't just look for Waldo. We can prepare families in advance for the inevitable and in that process make all the difference in the world.

Therefore prospecting is important and, in that process, it's you that matter the most.