

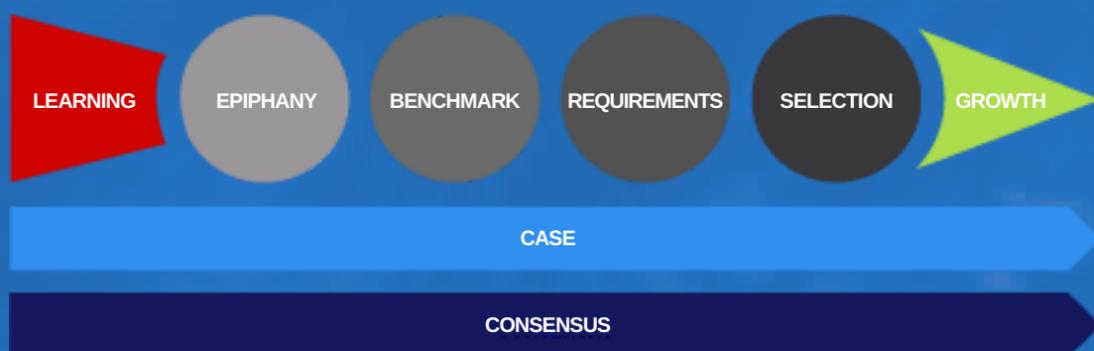
REVENUE  
WINDFALL<sup>®</sup>



**EIGHT JOBS OF PROSPECTS**

HELP PROSPECTS DO WHAT NEEDS TO BE DONE TO BUY.

Benefit people in your target market. Accelerate eight tasks each prospect must do to work with you. Lead client growth.

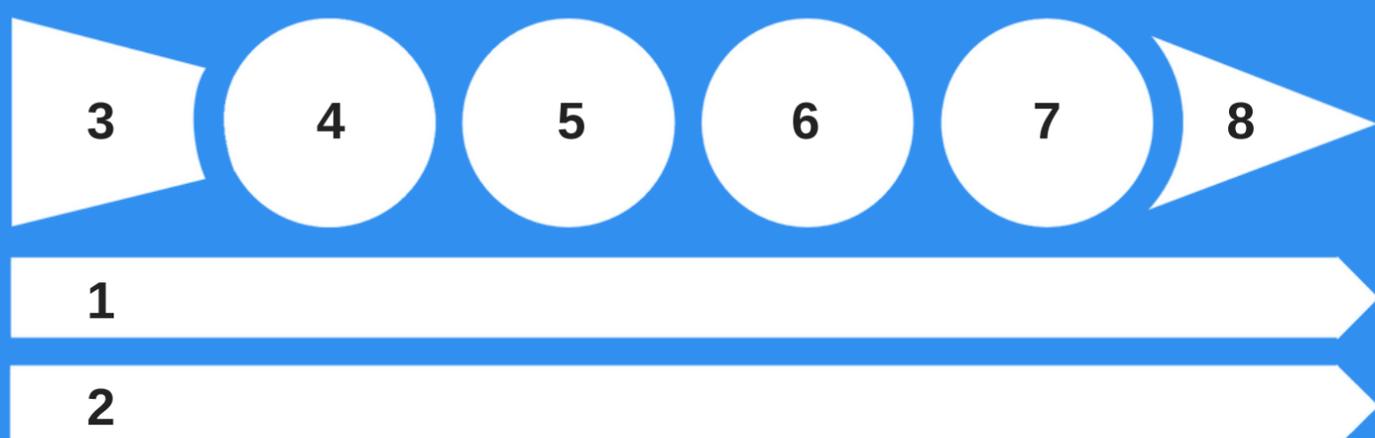


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# 8

# JOB'S OF PROSPECTS



Prospects must do eight jobs before doing business with you. Each header below is a job that prospects must do. The accompanying quote is the thought prospects need in order to complete the step. Top-growth businesspeople help prospects speed each step to close faster. This is described in each paragraph:  
by Mark Spencer Cook

## **CASE: "LET'S BE SURE...WE ARE SURE."**

1

**Make** a case for prospects. Our pitch doesn't matter as much as the contact's ability to persuade others. Build three simple and compelling bullets throughout selling and repeat them often, so prospects can too.

## **CONSENSUS: "EVERYONE BELIEVES IN THIS."**

2

**Develop** consensus one relationship at a time. This need begins and builds throughout selling. Most underestimate the effort to get one reply. Engage multiple contacts in conversation for social support.

## **LEARNING: "I'M CURIOUS."**

3

**Attract** learning to the top of prospect to-dos in four ways. Weave people, priorities, promises and personal connection in a varied sequence to get a response. Elicit curiosity and a face-face meeting.

## **EPIPHANY: "LET'S CHANGE."**

4

**Challenge** to epiphany. Business development means changing minds. Epiphanies come after connecting new insights in a sequence and in different ways. Challenge prospects to a better future.

## **BENCHMARK: "WHO'S BEST?"**

5

**Compete** for benchmark. Even if you cause a decision to change, prospects don't automatically hire you. Contacts quickly go on LinkedIn and Google to find reference stories to fill the need.

## **REQUIREMENTS: "WE NEED X, Y AND Z."**

6

**Affect** requirements that prospects formulate, whether formal or informal. Contrast true differentiators with mere strengths. Solidify differentiators as indispensable. Emphasize and repeat these keys.

## **SELECTION: "YOU'RE THE ONE...LET'S GO!"**

7

**Propose** selection of your firm. Win the preparation competition first. Don't just send proposals and hope. Propose the agreement using highlights you have made as a proposal guide. Adjust and close.

## **GROWTH: "WE'RE BETTER NOW. MEET..."**

8

**Lead** growth for your new client from launch to success. Don't manage service yourself, but new clients are great references. Ask for referrals after a recovery from an issue and after growth. Lead client growth.



# FIND A PROSPECT WITH EACH JOB

FOCUS ON EIGHT PROSPECTS AND EACH STAGE TO MASTER SALES.

An example of each job a prospect has to complete before closing may help.



## CASE

*Make the case.* Brian, an EVP, met and made a selection after his employee tried the service and shared statistical success.

## CONSENSUS

*Develop consensus* by broadening relationships. Kevin, a CEO, liked us but only closed after we convinced his team.



## LEARNING

*Attract learning.* Terry, a CEO, was intrigued by innovative advantages only after a series of varied communication.

## EPIPHANY

*Challenge to epiphany.* Kevin, a partner, finally connected the dots on how software could help lead better client meetings.

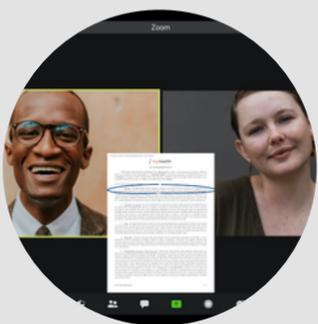


## BENCHMARK

*Compete for benchmark.* Stacey contacted colleagues through LinkedIn then Outlook to find a strong partner as reference success.

## REQUIREMENTS

*Affect requirements.* Steve assumed a prospect would need standard services, but found they needed particular customization.



## SELECTION

*Propose selection.* A prospect was eager. Spencer proposed the contract, not a PPT, via Zoom. They adjusted and closed.

## GROWTH

*Lead growth.* Tan worked so Rob's profit windfall dwarfed the contract. Rob gave Tan a second contract and referrals.



Email questions to: [mark@windfallseries.com](mailto:mark@windfallseries.com)



## COACHING CORNER WITH MARK COOK:

### GOAL 1

# 08

#### PICK 8 PROSPECTS

Identify eight prospects, one in each of the stages above. Tag them in your sales information system as "Eight Jobs" for focus.

### GOAL 2



#### TARGET LIVE MTGS

Be clear what creates the most live meetings with target leads. Ask your marketers & data how to gain the most Zoom calls.

### GOAL 3



#### PIVOT ACTIVITY

Ask fellow salespeople which activity helps prospects close most. Discuss details in order. Find effective nuances.

### GOAL 4

# 01

#### HELP A PROSPECT

Pick a stage and one prospect to focus on first. Default to "Selection" then proceed in reverse order. Help one today!