

# HOW TO CREATE A DATABASE FULL OF IDEAL PROSPECTS TO MAKE BIG BUCKS!



Consultative Selling Series,  
presented by Jane Lennon



WEDNESDAY SKILLS. JUNE 2ND, 2021



# TODAY'S DATABASE DISCUSSION



## SMALL SWEET STEPS

Assess

Prune

Refill

Connect

# ASSESS CURRENT DATABASE

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OR

## ASSESS

CURRENT/OUTDATED

GOOD FIT/POOR FIT

PLENTIFUL/INSUFFICIENT TO SUPPORT FINANCIAL GOALS





# GET PRUNING!





REFILL



REFILL

WITH PROSPECTS  
THAT FIT YOUR IDEAL  
CLIENT PROFILE





PSYCHOGRAPHICS -relating to their  
desire to hire you

BEHAVIOURAL ATTRIBUTES  
attitudes & beliefs



DEMOGRAPHICS -relating to their  
ability to hire you & meet your  
minimum standards

Your Pond



# SALES *INTERACTIONS* OVER PAST FEW MONTHS - Exercise coming up

## Best attributes

Willing to give me time

Wanted to be educated

Trusted me

Motivated

Followed through on commitments

## Worst experiences

Too busy/hurried

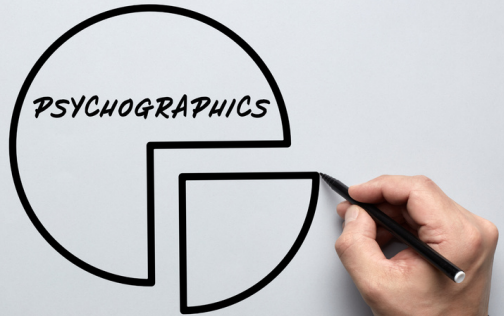
Dismissive of insights

Trust never established

Ran hot and cold/vague

Never did what agreed to do

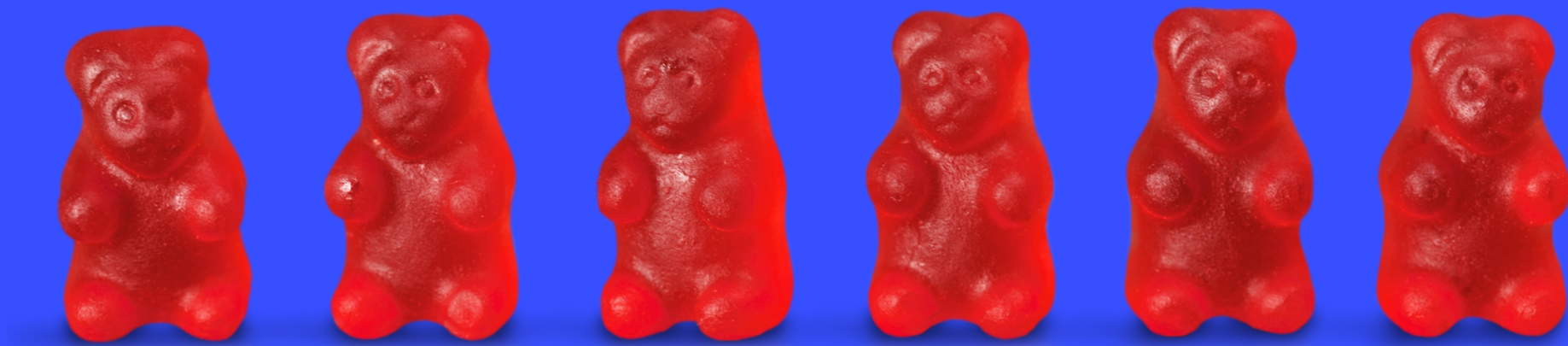




# SALES *INTERACTIONS* OVER PAST FEW MONTHS - Exercise 5 minutes

A blank, lined page from a spiral-bound notebook. The page is divided into two columns by a vertical dotted line. The left column is labeled "Best attributes" and the right column is labeled "Worst Experiences". The page is otherwise empty, with no writing or markings.

# YOUR LAST 10 BEST SALES -Exercise (5 Minutes)



## Demographics

- WHAT WAS THEIR AGE GROUP?
- WHAT WAS THEIR INCOME?
- WHAT WERE THEIR OCCUPATIONS?
- MARITAL STATUS?
- CHILDREN/NO CHILDREN (AGE RANGE)
- LOCATION (commonalities?)

# WHAT IS YOUR PERFECT BLEND?

## PSYCHOGRAPHICS

RECEPTIVE, MAKES TIME, COACHABLE, OPEN,  
WILLING, FOCUSSED, STEADY, REASONABLE,  
APPROACHABLE, MOTIVATED, RELIABLE

## DEMOGRAPHICS

COMBINED FAMILY INCOME >\$100K,  
FINANCIALLY IN GOOD SHAPE, CHILDREN  
UNDER 12 YEARS OLD, ESTABLISHED  
PROFESSIONALS, LOCATED RIGHT IN MY  
FISHING POND



# CONNECT



# WHERE DO MOST OF THEM HANG OUT?



- WHAT COMMON SERVICES DO THEY USE?
- WHICH PEOPLE DO THEY ALL KNOW?
- WHERE DO THEY SHOP, EAT AND PLAY?



Buy/repair vehicles?



Shop?



Dine out?



Relax?



Children's activities



= Specialized equipment stores



# GET CREATIVE WITH CONNECTING

A true story about Nancy



BOOK A FREE ZOOM SESSION WITH JANE  
[JANESALES.COACH@GMAIL.COM](mailto:JANESALES.COACH@GMAIL.COM)








# JANE'S BONUS HAND-OUT



# IDEAL PROSPECT-SAMPLE CHART

	5 points each			Score (30)
	No Fit -0 points 	Workable Fit-3 points 	Complete Fit-5 points 	
Need	Renter, no desire to buy	Yes. Has an agent in mind but no commitment made	Yes. Wants to hire an agent	
Timing	No plans to move	Ready to move in 6 months to a year	Wanting to move within 3 months	
Motivation	Other priorities pressing unwilling to commit time to process	Other priorities but seems willing to make time	Highly motivated to focus on buying selling	
Value your expertise	Will use family member realtor	Your value unknown but receptive	Values your insights & experience/previous client	
Match for your "Perfect Blend"	No	Unknown	Yes/Exceeds	
Budget	Poor Credit/ No down payment	Not established/unknown	Finances secure & has additional wiggle room	

# THANK YOU FOR YOUR TIME & ATTENTION!



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WEDNESDAY SKILLS

