

60 Ways to Prospect Remotely

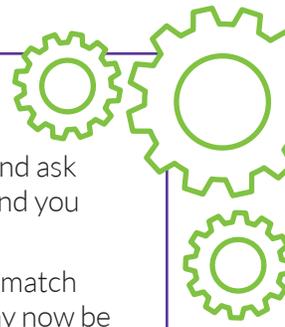
Digital Strategies to Get in the (Virtual) Door

COVID-19 took many traditional strategies out of your sales prospecting playbook. Instead of lamenting the loss, take the crisis as an opportunity to execute new, creative plays and prospect remotely. Here are 60 ways to get you started.



Talk

- 1.** Call, call, call. Check in on how they are faring in this new work-from-home environment and where they need help – even if it’s only an ear to listen.
- 2.** Ask your alliance partners, network or leads group who they know that you should be working with.
- 3.** Ask your clients and network for referrals as you check in to see how they’re faring.
- 4.** Conduct a virtual cold call blitz day. Team up with one or two of your teammates and check in on your progress throughout the day. Make it a contest!
- 5.** Turn cold calling into a game with yourself. Here are a few to get you started: www.klagroup.com/7-simple-games-make-sales-prospecting-fun
- 6.** Offer a free analysis (think needs assessment, phone bill, Dark Web scan, etc.) to get a conversation started.
- 7.** Review the second-degree connections of your best clients. Ask for referrals to people you think would be good prospects.
- 8.** Hold your own blitz day and prospect nonstop from 7:30 to 5:30. Break only for lunch and quick bathroom breaks.



Rethink

- 9.** Now that everybody is remote, expand your target prospecting list to areas you wouldn't normally contact.
- 10.** Coordinate with your prospect's office manager to identify the best way to connect with your target contact in this environment. People will be more likely to chat and give information they've previously guarded.
- 11.** Sponsor a virtual happy hour and invite 5 clients and 5 prospects. Better yet, ask your client to bring the prospects.
- 12.** Start a virtual referral group of people you frequently meet up with. Keep it intimate and talk weekly to share what you're hearing as you speak with different companies.
- 13.** Find out if your local chamber or other associations are networking virtually. Attend with a goal to meet 20 new people and set a virtual coffee meeting with 5.
- 14.** Invite a client to a virtual lunch and ask them to bring someone they know and you have wanted to meet.
- 15.** Switch up your elevator pitch to match immediate needs your prospects may now be experiencing.
- 16.** Follow an email and call with a calendar invitation. Include the purpose of the meeting in the body.
- 17.** Set up a calendar link, like Calendly, and put it in your email signature. You never know who will decide they want to talk with you.
- 18.** When you send an ecard, insert your calendar link and ask people to set up a call whenever they're free.
- 19.** Include a short tagline in your email signature describing what your company does and include a link to the solution section on your website. Ours is "Get more customers."



Share

- 20.** Cold call with a trend analysis, like a recently released security report, and share the information.
- 21.** Email a relevant, special report your company has written or one you've found.
- 22.** Send an e-brochure listing all the ways you can assist prospects right now during these uncertain times. If available, select one with testimonials.
- 23.** Connect with a prospect on LinkedIn. Send a message that you'd like to give them a book you think they'd like. Share an Amazon gift card to download it or get their address to ship it directly.
- 24.** Choose an ebook you like and send it to your prospect. Write a short note in a follow-up email explaining why you selected the book for the prospect. Mention specific sections or chapters the prospect should pay special attention to.
- 25.** Call your prospects with a public service announcement. Give them an update on a major security breach, offer a remote collaboration tip or share a client success story relevant to their business.
- 26.** Send a useful weekly tip for 6 weeks then call them if they haven't called you first.
- 27.** Send a marketing asset, like an ebook, and share two ways they should use it.

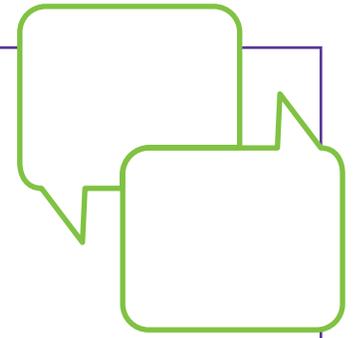


Share Your Tips

What are your favorite digital prospecting strategies? Let us know and we'll share them in our Weekly Sales Tip! info@klagroup.com

Connect

- 28.** Review your LinkedIn contacts to identify prospects you haven't spoken with in a while. Message them to check on how they're doing. They might need something new and have forgotten how you can help.
- 29.** Connect on LinkedIn then email or call rather than sending a LinkedIn message. Get personal.
- 30.** Engage with your LinkedIn network. Make recommendations, praise someone who recently helped you, respond to people who post questions, and endorse skills.
- 31.** Keeping the appropriate social distance, talk to anyone, wherever you are. People are more talkative, and you never know what opportunities you could uncover at the grocery store.
- 32.** Use LinkedIn Navigator to identify the highest contact in the company you're targeting. Look to see who you know who can provide you an introduction and then ask for the connection.
- 33.** When people ask, describe what you do and why you enjoy it. Don't shy away from the question. They're sincerely interested.
- 34.** Watch people who view your LinkedIn profile. Reach out to those who appear to could be good prospects.
- 35.** Create a LinkedIn post about a typical issue you know your prospects face. Ask your personal network to like it to increase visibility. Include a question asking people who have a similar issue to comment about how they're addressing it or what they find most challenging about it. Connect to new contacts and reach out.
- 36.** Watch the feeds of clients and prospects who comment frequently on LinkedIn. See who has commented on their posts that you'd like to contact and connect.



Support

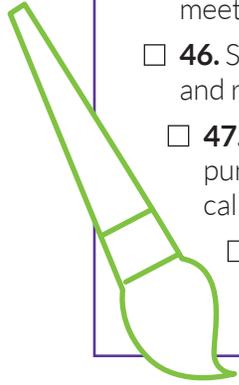
- 37.** Check in with your current clients. Ask how they're doing and what new challenges they're confronting.
- 38.** Offer to review prospects' billing for the type of service you offer, such as a phone bill. Offer an honest assessment if they're getting everything they need and maximizing their ROI.
- 39.** Grab a gift card to Uber Eats or a local restaurant delivering breakfast. Send it with an ecard showing a photo of coffee and donuts. Add a fun meeting request, like: "Take a break on me! Let's have a virtual breakfast at 10."
- 40.** Give a referral to a prospect you've met and respect but who isn't yet working with you.
- 41.** After confirming delivery is available, send a restaurant gift card with a personalized message: "Have lunch on me and let's talk." You'll support the community while making connections.
- 42.** Suggest a virtual meet-and-greet. Offer people who show up an e-gift card so they can order themselves a snack, like cupcakes, muffins or donuts.
- 43.** Copy and paste an article or blog post into an email. Highlight up to three key points you think would be of interest. Put the full URL link in the email too, so they can see the source is reputable and explore other resources.

We're Here to Guide You

If you would like coaching, training, or just a conversation as you navigate selling in these uncertain times, contact us at **+1-303-741-6636** or **info@klagroup.com** and let's talk.

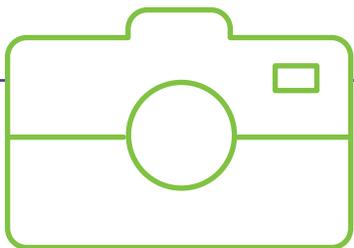
Create

- 44.** Put a smiling picture of yourself in your email signature to make you more relatable. A home-office shot is just fine!
- 45.** Gather photos you have of prospects, their buildings or a picture you can talk about in a message. Use an app to turn the images into digital postcards you send with a request to meet.
- 46.** Send an ecard with a personalized message and request a call.
- 47.** Send a humorous ecard connecting the punch line with getting together for a video call.
- 48.** Switch up your email signatures and photos as you continue to follow up.
- 49.** Don't be afraid to get creative! Think of ways to send digital "lumpy mail" – like taking a photo of a poker chip and emailing it with the caption "I'm betting I could help you with your cybersecurity!"
- 50.** Create a prospecting campaign alternating emails and calls. Offer a combination of tips and findings from other companies that you've worked with similar to theirs.
- 51.** For hot prospects, create an ecard or postcard series and send one per week. Select a theme and use it throughout the series.
- 52.** Send an ecard showing your front door with a message like: "I can't invite you in, but I'm hoping you'll open your virtual door so we can chat."



Smile

- 53.** Send an email with a video greeting. Make sure when you send the video, it's very clearly a safe, non-phishing link.
- 54.** Be extra personable and let your personality shine through in emails. One time I emailed a bunch of prospects during my birthday month and told them all it was my birthday that month! I got nearly a 100% reply rate and started a conversation with every one.
- 55.** See if your kid's school is conducting virtual Parent Teacher Association meetings or any other conference call. Attend and connect with the parents. Stay in touch after the meeting ends.
- 56.** Get involved in the different virtual community activities popping up and meet new people. Neighborhood online chats, nonprofit activities and even church may provide new networking opportunities – and friends.
- 57.** If you're bold, embed a photo of yourself and your virtual office in an email asking for a meeting. Pose with your dog! (or cat, fish, rabbit, gerbil...) You're relatable!
- 58.** Embed videos or photos in your emails so people don't need to download attachments. Have fun with the visuals and share a bit of your personality. Show your home office or creative ways you're staying sane while stuck inside. Combine with #29!
- 59.** Go on camera: Grab your phone and start recording advice, challenges, questions about the business issues you know they're probably struggling with right now. Post them on YouTube (where it's obviously a safe link) and share in emails and LinkedIn messages.
- 60.** Have fun and be fun while you're prospecting. People are interested in being connected during these uncertain times and are more likely to engage. It's an opportunity to have a whole new conversation.



+1 303-741-6636
info@klagroup.com
www.klagroup.com

