

The Ultimate **PROSPECTING TOOL KIT**

Four worksheets from top salespeople for the most efficient, effective sales prospecting.



HubSpot

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Introduction

We ended the first quarter on a high note, exceeding our quota and we spent time prospecting to ensure future success. Things were going well, until we began prospect outreach the next day and realized we spent too much time looking for a high volume of prospects and *not enough time ensuring quality*. Don't get us wrong, we think quantity is important, but 1,000 prospects aren't useful if they have zero interest in our product. **This one mistake set us back for the entire quarter to follow.**

Determined to never let this happen again, we spoke to **top sales leaders** to find out their prospecting techniques and created the *Ultimate Prospecting Tool Kit*. This kit includes four worksheets for every part of the prospect's journey. The tools can help with quality control, saving time and closing more deals.

What's Included?

1. Prospect Fit Matrix



2. Competitive Intelligence



3. Sales Qualification Framework



4. Time Management Calendar





Prospect Fit Matrix

When we said the prospects were low quality, we meant we never properly evaluated if they were a fit for our product. We spent months trying to reach out to the same, unresponsive prospects, when we should have spent twenty minutes evaluating their fit.

We created a prospect fit matrix, with three core sections: business characteristics, contact characteristics and prospect intelligence. Each section helps us learn just how well of a fit our prospect and their business is for our product.

Once we completed the matrix for a few prospects, we focused our time on those who fell into more “high fit” categories. Some of the questions we asked ourselves and the answers we arrived at for what a high fit prospect looks like for HubSpot are included as examples. After completing this matrix routinely, we became familiar with specific parameters to determine which prospects were worth spending extra time on.



Prospect Fit Matrix

Business Characteristics

Average sales price: Are you targeting enterprise customers or SMB? What is the average price of your customer's products and how does that align with your product?

Dedicated industry team: How many employees are needed to fully utilize your product and how many would be too many people for your product?

Sales model: Does the company's sales model work well with your product?

Number of sales reps: Are there enough sales reps on the team to show the ROI of your product? Are there too many?

Sales cycle: How long does it take for your product to show results? How long is the company's sales cycle? Make sure their sales cycle is within this timeframe, if it is too long or too short then they won't see the value of your product.

	High	Medium	Low
Business Characteristics			
Average sales price	\$500 - \$50,000 Companies can see a positive ROI here.		
Dedicated team of product users	1-6 Marketers Enough dedicated team members and don't require sophisticated features.		
Sales model	Direct Have the most control over their success.		
Number of sales reps	1-100 Companies are well positioned to turn inbound leads into sales.		
Sales cycle	1 week to 12 months Inbound marketing shows results over a few quarters.		



Prospect Fit Matrix

Contact Characteristics

Title: Is the person you are speaking with a decision maker or a gatekeeper to accessing a decision maker? It will vary depending on each company, but typically you want to avoid people outside of the department you are targeting and get as close to high-level decision makers like VP's C-Suite and Owners as possible.

Inclination to your industry: Is the prospect somewhat familiar with your industry? Typically the golden spot is that they have a bit of knowledge or demonstrated interest in your industry. If they already are experts, then they likely won't need your product, but if they are completely unaware/uninvolved with your industry then it will be a stretch to get them buy your product.

Company History: What preexisting experience does the prospect have with your company? If they used to be customers and had a good experience they will likely close at a high rate. Brand new prospect? They can be great too, if the company is going through some form of internal change.

	High	Medium	Low
Contact Characteristics			
Title	VP, CMO, Owners Involved with the decision making process.		
Inclination to your industry	Making Inbound Effort Uses some marketing automation and is receptive to change.		
History with your company	Ex-User Close at a high percentage as long as they didn't have a bad past experience.		



Prospect Fit Matrix

Prospect Intelligence

Recent downloads: Have they downloaded a piece of your content directly related to your product or subscribed to your emails? Or, have they downloaded information about the 5K your company is running? The closer the download is to your product, the better fit the prospect will likely be.

Found site via: Did they come through a referral link or organic search? Either is a great sign as they are actively researching your industry. If they came from paid efforts or other outbound marketing methods they can still be a fit, but they will likely be tougher to close.

Website interaction: Did they view your pricing page? That's a great sign. If they only browsed your homepage, then they may not be as great of a fit, yet.

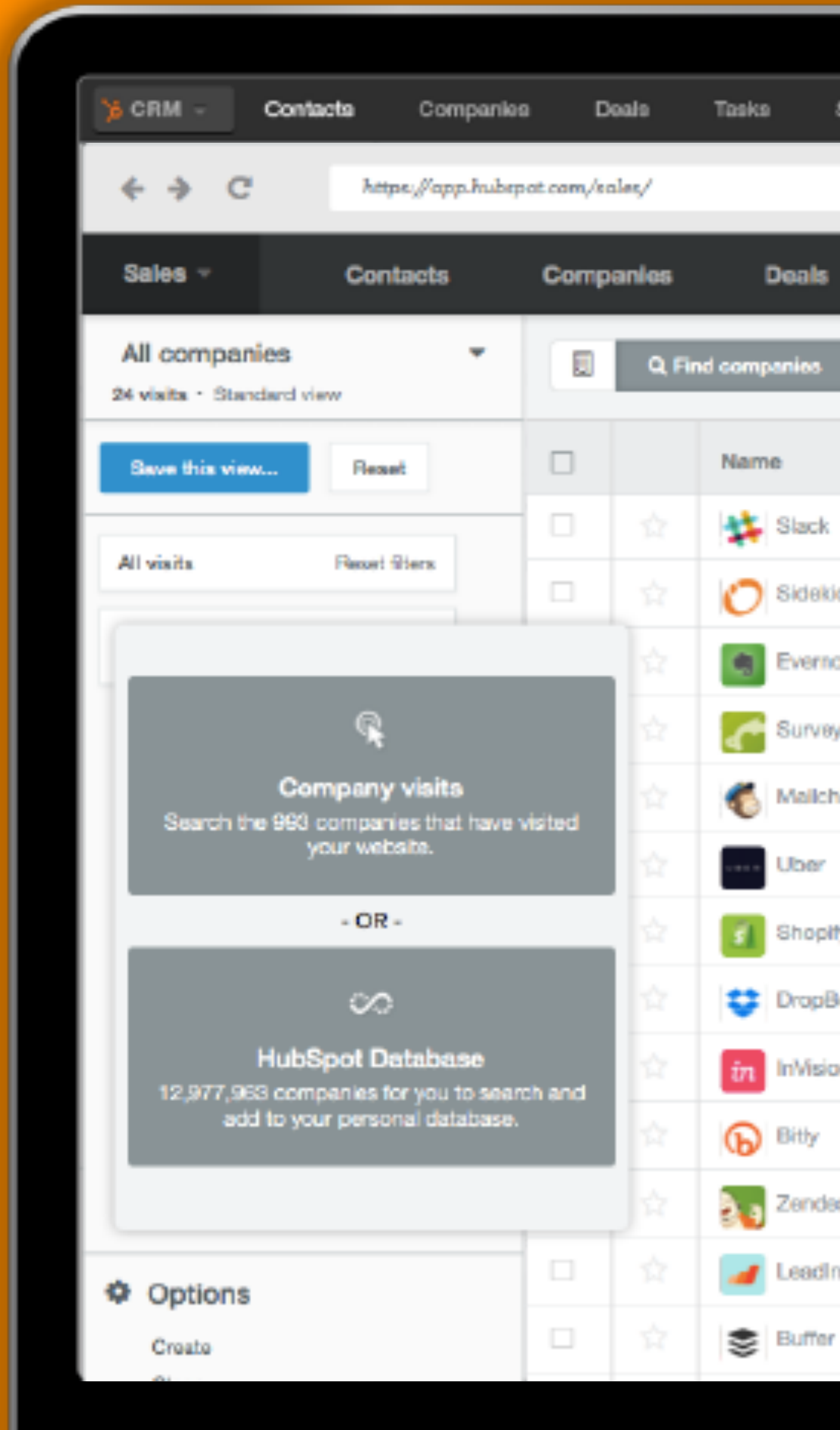
	High	Medium	Low
Prospect Intelligence			
Recent downloads	MQLs Trial requests, demo requests or Contact Sales Leads have the highest chance of closing.		
Acquisition channel	Organic Search This means that they are researching inbound.		
Website interaction	Events The pricing page or other key events indicate the prospect is in a buyer's journey.		

[Click here to fill out your own Prospect Fit Matrix.](#)

Tired of manually searching for information about prospects?

HubSpot's Prospecting feature crawls the internet for you. The HubSpot Prospecting tool saves you time with a database of over 20 million companies.

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Competitive Intelligence



The first phone conversation with our prospect was going great, until they asked an in-depth question about a feature on our competitor's product. We completely froze. To truly succeed in this scenario we should have known the ins and outs of not only my company and product, but our competition's as well. We should have had a grasp on the specific advantages we have over the competition and positioned my product as a better solution to my prospect's challenges.

The following matrix allows us to do just that. The first row is filled out as an example. Once we completed the whole matrix, our company's relative strengths were obvious and we set ourselves up for future success in these situations.



Competitive Intelligence

Competitor	Basic Information	Why We Win	Why We Lose	More Information
Marketo www.marketo.com	Product Focus: Marketing Automation, Lead Management Target Market: SMBs, Enterprise Tagline: “Best-in-Class Marketing Automation Software”	<ul style="list-style-type: none">• Inbound Leadership• Easier Landing Pages/ Email• Lead Gen• Integrated analytics• All-in-on• Price	<ul style="list-style-type: none">• Sophisticated automation• Revenue analytics• Salesforce integration	(relevant additional information)
	Product Focus: Target Market: Tagline:			
	Product Focus: Target Market: Tagline:			
	Product Focus: Target Market: Tagline:			

Access the competitive intelligence worksheet here.

Sales Qualification Framework



There are plenty of sales frameworks, but most of them are based around the salesperson. Today, prospects are armed with information about their specific needs and our product before even thinking about talking with a salesperson. Salespeople must earn trust and establish themselves as an advisor.

HubSpot created a new qualification framework called “GPCTBA/C&I” to do just that. Our sales reps swear it is much easier than it sounds. “GPCTBA/C&I” stands for goals, plans, challenges, timeline, budget, authority, negative consequences and positive implications. We use this when we’re on exploratory calls with our prospects. We provide sample questions that can be asked in each category, but feel free to use your own questions that make sense for your specific scenario.



Sales Qualification Framework

GOALS:

Determine prospect's quantitative goals

Question	Answer
What is your number one goal for 2016?	
Do you have personal goals that go along with these?	
What are your revenue goals for Q1? The rest of the year?	
Do you have published revenue goals for this upcoming quarter?	
Are there any other company goals that are important?	

PLANS:

Find out what their plan of execution is

Question	Answer
What is your plan for achieving your goals?	
Are you confident your plan is going to achieve the goals we just discussed?	
Do you have the right resources available to implement this plan?	
Do you anticipate executing this plan will go smoothly?	
Would you like to hear about how other people I've worked with have implemented similar plans?	



Sales Qualification Framework

CHALLENGES:

Define the pain points

Question	Answer
How are you addressing your challenges in your plan?	
Why do you think you can overcome this challenge now?	
What happens if you overcome challenge A but it makes challenge B worse?	
Do you think you have the internal expertise to deal with these challenges?	
If you realize early enough in the year that this plan isn't fixing this challenge, how will you shift gears?	

TIMELINE:

Assess when the prospect will buy

Question	Answer
How quickly do these results need to be achieved?	
What else is a priority now?	
Do you have bandwidth and resources to implement this plan now?	
What other complimentary (or competitive) solutions are you evaluating?	
Would you like help thinking through the steps involved in executing this plan, so you can figure out when you should implement each piece?	



Sales Qualification Framework

BUDGET:

Do they have enough cash to close?

Question	Answer
Do we agree on the potential ROI?	
Where else are you allocating your budget to?	
What is one thing you wish you were getting from your current investment?	
If need be do you believe it makes sense to invest more in us?	
Do you envision any hurdles investing in us?	

AUTHORITY:

Who has the power to close?

Question	Answer
Are the goals we discussed important to the decision maker?	
What concerns might they raise?	
How will we respond to concerns we haven't discussed?	
How should we go about getting the decision maker onboard with our plan?	
Does it make sense for us to have this call together? What role do you play vs. what I play?	



Sales Qualification Framework

NEGATIVE CONSEQUENCES:

What happens if our prospect fails?

Question	Answer
What happens if you don't hit the goal?	
Does this affect you on a personal level?	
Would you get fired, demoted or lose responsibility if this challenge isn't solved?	
How would you move forward if this doesn't work out?	
Do you think our product can help you avoid these negative consequences?	

POSITIVE IMPLICATIONS:

What happens if our prospect succeeds?

Question	Answer
What happens when you hit your goals?	
Does this affect you on a personal level?	
Do you get bonus'd or promoted if you hit your goals?	
When you overcome this challenge what will you do next?	
Do you think our product can aid you in achieving these positive implications?	

[Click for the full framework template.](#)

Time Management Calendar

Timing is everything, especially in sales. To a prospect there isn't much of a difference buying a product on the last day of November or the first of December, but for **salespeople it can be everything**. It is not only important to make sales, but to make them within a certain timeframe. We were counting on that sale for November, and now we missed our monthly goal. After missing our quota we thought, if we managed our time in advance we may have hit our goal.

After talking to top salespeople we learned about a calendar they create each month to hit monthly quotas. Now, each month we ask ourselves the following five questions and create a monthly schedule outlining our goals. Then, each day we reference this schedule and ask ourselves two questions. Using this time management calendar we have shortened the prospect purchase time and exceeded our monthly goals.



Time Management Calendar

Start of the month

1 What does my manager expect of me?

2 What do I want to do?

3 How many selling days are there in the month?

4 What do I need to do each day to hit that goal?

5 Write down your goals.

Start of the day

1 Is my day structured to hit my goal?

2 What do I need to do today to hit my monthly goal?

Click here to setup your monthly time management calendar!

Conclusion

When we used these four worksheets in our prospecting process, we saved time and closed more deals. Prospecting is a necessary evil in sales, but if it is done right it makes the rest of the journey much smoother. We hope that you find these tools as useful as we do.

Want more tools?

HubSpot's Prospecting tools does the work for you. The HubSpot Prospecting feature contains information on over 20 million companies.

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