

# Prospecting Molecule

Changes in consumer behavior have catalyzed the evolution of prospecting. These are the **5 key electrons** in today's prospecting molecule.



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# Prospecting Molecule

Prospecting all comes down to ensuring people **Know**, **Like** and **Trust** you, whether you met them today or have known them for years. SavvyCard® was designed to energize your prospecting conversion and referral process. Use SavvyCard to fill your pipeline and grow your business!



## Relationships

SavvyCard captures prospect contact information and prompts them to download your info, setting the foundation for effective communication and a valuable relationship.



## Value Creation

SavvyCard layers your valuable business and product resources along with your recommended vendors and partners to provide ongoing value to your prospects. Your resource hub has never been easier to access and share.



## Simplicity

SavvyCard makes it easy for prospects to connect with you and your business on their terms. Built mobile-first with robust social media integration, your prospects can engage with your brand on any device, anytime, anywhere.



## Personal Branding

SavvyCard provides white-glove service, ensuring your enhanced business card reflects your brand and meets your unique business needs setting you apart from your competition and impressing your prospects with innovative technology.



## Referrals & Word of Mouth

SavvyCard empowers your referral network with a push-button simple tool to help you generate and follow up with new business. Get notified when referred, and valuable contact details to proactively reach out and close more deals.

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