

Prospecting Hooks

By Don Cooper, The Sales Heretic™



As you're prospecting, keep this in mind: **Nobody cares about you, your company, or your product or service.** Which means if you try to open with a sales pitch or by shoving a bunch of sales material into the hands of a prospect, you're wasting your time.

What people **really** care about is **themselves**. So lead with a hook instead of a pitch. A hook is something that is of value to the prospect and requires no effort, expense or risk on their part. Its purpose is to grab their attention and create a sense of perceived value and appreciation. A hook will radically improve your chances of securing an appointment to talk further with the prospect. Great hooks include:

- Free Samples
- Demo Versions
- Free Trial
- Food
- Invitations to an Event, Concert or Party
- A Short Survey
- Survey Results
- Free Articles, Special Reports or White Papers
- Contest Entries
- Referrals
- Recipes
- Gift Cards
- Free consultation, inspection, evaluation, appraisal, audit or check-up
- Lottery Tickets
- Buttons and Pins
- Magnets
- Calendars
- Books

- E-books
- Booklets
- Bookmarks
- Advertising Specialties/Promotional Items: pens, notepads, coffee mugs, letter openers, golf balls, sewing kits, bag clips, Swiss army knives, flashlights, safety goggles, tape measures, business card cases, rulers, pill boxes, umbrellas, sports towels, coasters, etc.
- CDs
- DVDs
- Toys
- T-shirts
- Hats
- Pet treats
- Buyer's Guides

Think about how you could use one of the above ideas (or come up with your own!) as a hook. Then incorporate it into your prospecting efforts and watch your sales soar!



Don Cooper—The Sales Heretic™—is an internationally-acclaimed sales expert who helps salespeople, business owners and professionals dramatically increase their sales. He delivers custom seminars and keynote speeches for corporations, associations, chambers of commerce and other business organizations.

His most popular programs include:

- **The Myth of Price:** Why you should charge more and how to do it
- **Never Sell Ice to Eskimos:** A practical program for powerful prospecting
- **The Physics of Closing:** How to make the hardest part of the sale easy
- **Opportunity Walks:** Why most prospects don't buy and what you can do about it

For information about booking Don to speak to your group, please call 303-832-4248 or e-mail Don@DonCooper.com. You can also find free articles, tips and other sales-boosting resources at www.DonCooper.com.