



The 2 Minute Prospect Research Checklist

This quick checklist is the perfect way to make sure you get all the information you need for a successful call in as short a time as possible. It's the exact method our own reps use all day every day and it only involves two websites.

Keep the checklist visible on your desk and set yourself a two-minute timer to go through it before each call. With two minutes for research and one minute for each call, you'll be on your way to making 30 calls every hour!

1. Open Their LinkedIn Profile

- Find their current job title and read the summary
- Read the About section
- Look at previous roles
- Look for mutual connections

Ask yourself:

- Do you understand what they do within the company?
- Are they a decision-maker?
- Have you worked with a previous employer?
- Do you have anything in common that can be used for an ice breaker?
- Do you have a mutual connection you can use by way of introduction?

2. Go to the Company LinkedIn Page

- Read the About section
- Look at other employees
- Look at the roles they're hiring for

Ask yourself:

- Do you know any employees within the company you can use for an introduction?
- Are there other employees you should also be contacting?
- Are they hiring for a role you can help with?

3. Visit the Company Website

- Read the About Us page
- Look for suppliers and clients
- See if your prospect's contact information is listed

Ask yourself:

- Do you understand exactly what the company does?
- How can my product help their mission?
- Have you sold into a similar company?
- If so how did you help them? What objections did you come up against?
- Does anything else suggest they're in the market for what you sell?
- Can you find a direct dial?

Now Make the Call

If you know someone in common, you may want to ask them to make a warm introduction. Otherwise, it's time to pick up the phone and dial:

- Use what you've learnt to create a good ice breaker.
- Personalise your pitch by discussing known pain points
- Support your pitch with relevant case studies

Remember, sales is a numbers game. The more personalised calls you can make, the more success you'll have!