



Week 3 - Making Quality Connections

Part 1) Search Strategy

Describe perfect Prospect Avatar that you would Search for?

How many did you find that you think would be open to your connection?

Can you narrow it down to your top 5 or top 10?

Craft your intro message below (Hi “name”, I see that we have a common connection “name” and I thought I would reach out to you and see if I could offer you any connections or help that could benefit you. I look forward to getting to know you better.) or something like that.



Week 3 - Making Quality Connections

Part 2) Consistency

Do you have a plan to add this to your daily or weekly activity or to-do list?

.....
.....
.....

List you top 10 clients form the last month or quarter... Have you connected with them?

.....
.....
.....
.....

Have you researched your vendors? Have you connected? Do they have any quality connections?

.....
.....
.....
.....

Do you have a plan about moving on? When is a connection a dead end? Invest in New ones!

.....
.....

The BACON System



Week 3 - Making Quality Connections

Part 3) Your Online Sales Conversation



What content do you have that would be interesting or helpful to prospects? Make a List...

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



Week 3 - Making Quality Connections

Part 4) Connection Plan

How often would you or should you send a message to your prospects? What would you see as acceptable if you were the one on the receiving end?

How many messages before you suggest a quick phone chat? Do you use a scheduling software? Check out Acuity www.brinloves.info/acuity

How does that call start? What is the goal of the call? How could you end it that would lead to additional communications of mutual benefit?

Do you have a follow-up plan? If so what does it look like?
