

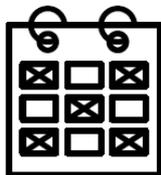
# FMG's P2P Prospecting Brief

Whether you plan to manage your P2P (person-to-person) prospecting yourself, or plan on outsourcing, once completed this brief will ensure you have all the information required in the one place to get the most from your campaign.

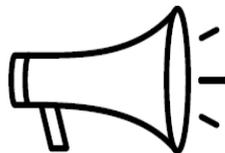
## How we help



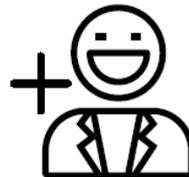
**Identify & Qualify  
Prospects**



**Book in  
appointments**



**Build brand  
awareness**



**Build  
relationships**



**Customer  
Service**



**Enrich  
Database**



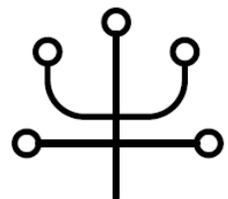
**Nurture  
Prospects**



**Re engage Dormant  
Accounts**



**Understand  
Clients**



**New  
Channels**



# P2P Prospecting Brief

## Company Background

Who you are, what products & services do you offer, how long have you been operating, who are your clients etc?

## How much is a typical sale worth?

Provide whatever detail you can – average sale price, annual value of a client etc for the products and services you wish to promote



# P2P Prospecting Brief

What is your main objective of your P2P prospecting campaign? What is the outcome you are after?

What does success look like? Give as detailed an overview as you can, including background to your campaign (why it has come about) and the objectives you are looking to achieve. Please include goals for the campaign – e.g. X number of leads/appointments, sales revenue increasing by Y etc. Be as descriptive as possible as this will form the basis of the metrics of your campaign.

What are the pain points that your prospects have and how do you solve these?

In other words what is your value proposition or your unique selling point? Your prospects will most likely have problems they are, living with and you can solve for them. What problems does your product or service solve for your clients? What specifically sets you apart from your competitors – what does your product / service do better?



# P2P Prospecting Brief

Thinking about your 'ideal customer', who are the top 3 competitors to your product or service?

Please provide name as well as website details.

Thinking about your competitors – what are the advantages of your product / service over those of your competitors?

Why would prospects who are currently using your competitors be unhappy. What would make them consider switching to you?

What do you think are the reasons that prospects would choose your competitors over you?

Provide as much information as possible (what you think or have heard) as to why prospects might choose a competitor over you.



# P2P Prospecting Brief

What do you think are the reasons that prospects choose you over your competitors?

What do you think are your unique selling points compared with your competitors?

What questions will help identify / qualify prospects as good sales leads?

To make the most out of a P2P Prospecting campaign you need to know what a good prospect looks like. The criteria to use (and questions to ask) may include – size of the company, annual turnover, how long they have to run on an existing contract, the solution they are currently using, or what is their current situation? If clients order regularly, how often does a 'good' customer order?

Perhaps you have a draft script you have used? If not list the questions that you would normally ask when having an initial conversation to uncover the ideal prospect.



# P2P Prospecting Brief

## What are the common objections?

What are the common objections you come across and if possible, also provide suggested responses. Don't worry too much about the wording at this stage.

## What frequently asked questions can we expect?

Are their commonly asked questions you come across? If possible also provide suggested responses. Don't worry too much about the wording at this stage.



# P2P Prospecting Brief

Will you be providing an existing list of your own contacts to call?

YES / NO

What Industries are your targeting?

What geographical area are your targeting?

Should we be calling head offices only?

YES / NO

If a company has branches or multiple offices, is the decision maker typically located in their offices or only in Head Office?



# P2P Prospecting Brief

Who is typically the decision maker for your product or services?

What are their likely positions / roles / job titles? Is there more than one decision maker? Often this will vary depending on the size and type of company being called so include in order of preference if there is more than one decision maker. Include as much detail as you can about them.

Any other specific details you can provide with regards to who you are targeting?