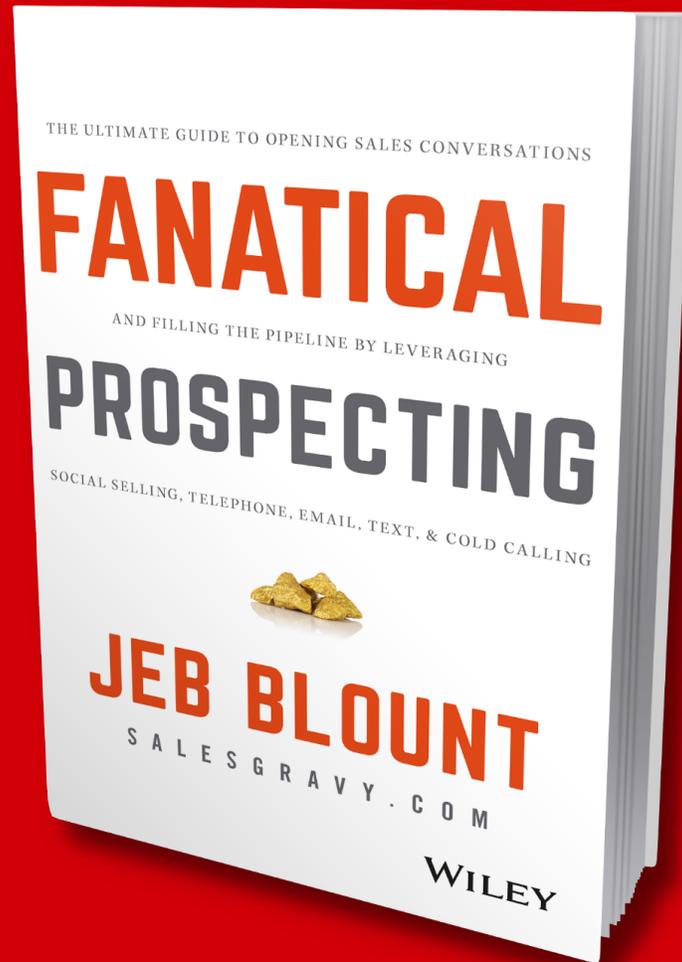


SALES GRAVY BOOK CLUB



# FANATICAL PROSPECTING

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COMPLETE BOOK CLUB DISCUSSION GUIDE TO  
FANATICAL PROSPECTING BY JEB BLOUNT

 **Sales Gravy**

# ABOUT FANATICAL PROSPECTING

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*Fanatical Prospecting* gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development—prospecting.

Step by step, Jeb Blount outlines his innovative approach to keeping the pipeline full of qualified opportunities and avoiding debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels. *Fanatical Prospecting* is filled with the high-powered strategies, techniques, and tools you need to fill your pipeline with high-quality opportunities.

In the most comprehensive book ever written about sales prospecting, Jeb Blount reveals the real secret to improving sales productivity and growing your income fast. You'll gain the power to blow through resistance and objections, gain more appointments, start more sales conversations, and close more sales.



**This is a companion guide to *Fanatical Prospecting* with key takeaways, discussion prompts, exercises, and spaces for notes and reflection as you and your team read along.**



## ABOUT THE AUTHOR

**Jeb Blount** is an acclaimed thought leader on sales, leadership, and customer experience—affectionately called the "hardest working man in sales." He is an international bestselling author of twelve books, including *Fanatical Prospecting*, *Sales EQ*, *Objections*, and *Inked*. Through his global training organization Sales Gravy, Jeb and his team help companies of all sizes accelerate sales productivity and revenue growth fast.

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# SALES GRAVY BOOK CLUB

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**“Today a reader, tomorrow a leader.” – Margaret Fuller**

This is a 12-session book club guide for Jeb Blount's *Fanatical Prospecting* that includes a suggested reading schedule, key takeaways for each session, discussion prompts, exercises based on the subjects covered in each chapter, and reflection questions with space to write and respond.

Sales teams that read Jeb's books and learn together are more likely to accelerate production and increase sales. That's why we recommend the Sales Gravy Book Club.

You'll learn powerful, proven frameworks for telephone, text message, and email prospecting, as well as strategies for social selling, keeping your pipeline full, and avoiding rejection.

Finally break free from the fear and frustration that is holding you and your team back from effective and consistent prospecting.

## HOW TO USE THIS GUIDE

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- STEP 1:** Print this guide and get a copy of *Fanatical Prospecting* for each person on your team.
- STEP 2:** Set a reading schedule based on the sessions outlined in this guide.
- STEP 3:** Consistency is key. Meet with your team regularly to discuss the readings as a group.
- STEP 4:** Encourage a different person to lead the discussion each week. Take volunteers, pull names out of a hat, or rotate!
- STEP 5:** Set goals as a team to put into practice what you learned together.

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# BOOK CLUB MEETING TOPICS

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**We want to hear from you. Let us know what you think about this guide!  
Just send Jeb a text message at 1-706-397-4599.**

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# SESSION 1

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## The Case for Prospecting

(CHAPTERS 1-2)

### KEY TAKEAWAYS

There are bad salespeople, mediocre salespeople, good salespeople, consistent salespeople, and then there are superstars. Superstars are the coveted top 20% and they out-earn other salespeople. These superstars are fanatical prospectors and there are seven core mindsets that define them. Adopt these mindsets and you will fill your pipeline and crush your number.

### DISCUSSION PROMPTS

- 01 What's the secret that separates superstars from everyone else, and why do they consistently outperform other salespeople? **(p. 3)**
- 02 What is the enduring mantra of the fanatical prospector? **(p. 4)**
- 03 What are the seven mindsets of fanatical prospectors? **(p. 10-11)**
- 04 How do fanatical prospectors practice optimism and enthusiasm? **(p. 10)**
- 05 What 3 A's do fanatical prospectors leverage in their approach to prospecting? **(p. 11)**

# REFLECTIONS

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The seven core mindsets that define fanatical prospectors are the key to your success in sales. Which of these mindsets do you currently employ? Which mindsets could you improve upon?

Fanatical prospectors are relentless in their pursuit of achievement. Recall a time in your life or career when you were relentless. How can you use the lessons you learned from that experience to reach your current goals?

## EXERCISE

Fanatical prospectors are thirsty for knowledge. What are your favorite books, podcasts, blogs, online training, workshops, live seminars, and other resources that have guided you in your sales career so far? Recommend five of those favorites to the group, and jot down a few of everyone else's recommendations to continue your sales education after the session is over.

# SESSION 2

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## To Cold Call or Not to Cold Call?

(CHAPTERS 3-4)

### KEY TAKEAWAYS

If you want sustained success in your sales career, if you want to maximize your income, then you've got to interrupt prospects. Reps are often afraid to just make the call. However, without interrupting relentlessly, your pipeline will be anemic. The key is to strategically balance prospecting across the various prospecting channels to give you an advantage when interrupting prospects in the competitive marketplace. The combination of multiple techniques and channels is the most effective approach to building a winning path.

### DISCUSSION PROMPTS

- 01** How do sales gurus and thought leaders trick salespeople into thinking that they can avoid making outbound calls to prospects? Why is this just useless noise? Is there really an easy button in sales? **(p. 14-15)**
- 02** What is the problem with relying on inbound leads to keep the phones ringing? Why is this an ineffective approach to selling? **(p. 15)**
- 03** Why are salespeople who gravitate toward a single prospecting methodology less successful than the sales pros who balance their regimen? **(p. 21)**
- 04** Why do one-size-fits-all prospecting methodologies fail? How can you begin to design a successful prospecting regimen? **(p. 22-23)**
- 05** How can reps who are new to their territory, company, or industry build their database? What is the primary focus of someone who has been selling in their company, industry, or territory for years? **(p. 24)**

# REFLECTIONS

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Have you ever been caught in the throes of a one-size-fits-all solution to prospecting? Were you ever told that cold calling is dead or that it doesn't work? What was your experience and how did the actual results compare to the messaging?

How can you personally begin to build your database or move qualified prospects into the buying window specific to the company, territory, or industry, and your current level of experience?

# SESSION 3

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## Getting Lucky & Knowing Your Numbers

(CHAPTERS 5-6)

### KEY TAKEAWAYS

The unrelenting daily imperative for every salesperson is to keep the pipeline full of qualified prospects. There are 3 laws of prospecting that will ensure you are moving a steady stream of prospects into the pipe. Ignoring those laws will cause a sales slump. Numbers are the science of sales, and you will never reach peak performance until you know your numbers and use those numbers to make directional corrections. Like elite athletes, elite salespeople know their numbers.

### DISCUSSION PROMPTS

- 01 What are the three universal laws of success in sales? *(p. 26-30)*
- 02 Define the Universal Law of Need. How does desperation increase the probability of failure when we need to succeed the most? *(p. 26)*
- 03 How can ignoring the three universal laws of sales result in a sales slump? What is the first rule of sales slumps? *(p. 31-34)*
- 04 What is the formula for performance? *(p. 38)*
- 05 What is the one common thread among top salespeople across all market segments? Why don't most salespeople track their numbers? *(p. 40)*

# REFLECTIONS

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Reflect on a time when you were in a sales slump. Which of the three universal laws of sales success did you ignore? How could following that law have gotten you out of the sales slump or prevented it in the first place?

## EXERCISE

How many prospecting calls do you think you make in a day? Use a sheet of paper (analog style) to manually track the number of calls you make in a day. Write the number of calls you think you make in the top right corner. As you make calls, there's no need to add any information on this sheet other than tally marks. Don't get lost in the details for this exercise. How many calls did you really make? How does that number compare to your estimate? What small changes can you make now to improve your actual tally?

# SESSION 4

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## The Three P's & The Great Equalizer

(CHAPTERS 7-8)

### KEY TAKEAWAYS

There are three negative mindsets that hold salespeople back from prospecting. Allowing them to stand in your way extracts a high emotional and financial cost. Poor time management holds salespeople back as well. Salespeople and sales leaders are busy, and sales organizations are asking more of their salespeople than ever before. But the one constant for every salesperson is time. Top performers organize their day into distinct time blocks dedicated to specific activities, concentrating their focus and eliminating distractions within those blocks.

### DISCUSSION PROMPTS

- 01** What are the three mindsets that hold salespeople back from prospecting? Why are they so debilitating for salespeople? *(p. 41-45)*
- 02** What does it mean to adopt a CEO mindset? How do fanatical prospectors hold themselves accountable for their own performance and success? *(p. 51-52)*
- 03** Why is protecting the golden hours such a challenge for salespeople? What are some effective steps you can take to protect the golden hours? *(p. 52-54)*
- 04** What important non-selling activities do fanatical prospectors use the platinum hours for? *(p. 66)*
- 05** What is the formula for determining how much your time is worth? *(p. 69)*

# REFLECTIONS

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What are your biggest obstacles with time management? Do you get easily sidetracked by email or social media? Does research and planning take away from your Golden Hours?

What steps can you take today to time block for peak performance?

## EXERCISE

Use the formula (*on p. 69*) to evaluate how much money your time is worth. Which activities are taking you away from your goals instead of moving you toward them? We all have roughly eight Golden Hours each day to sell and make a living. How can you better protect those hours and spend your time more efficiently in order to reach your annual income goal?

# SESSION 5

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## The Prospecting Pyramid

(CHAPTERS 9-10)

### KEY TAKEAWAYS

Knowing your objective for each prospecting call makes you more efficient because you are able to build prospecting blocks and group your prospecting channel touches around those objectives. This allows you to make more prospecting touches in less time. Top performers organize their prospecting blocks to win with highly qualified prospects who are in the buying window. There are four primary objectives of prospecting that will help you know what to ask for and how to bridge to your prospect's problems.

### DISCUSSION PROMPTS

- 01 What are the four objectives of prospecting? **(p. 72)**
- 02 Your prospecting objectives are unique to your industry, prospect base, product, and service. What are some rules of thumb for developing prospecting objectives? **(p. 72-73)**
- 03 What are a few strategies for creating enough familiarity to engage cold prospects? **(p. 82-83)**
- 04 What are the tiers of the prospecting pyramid? How can you determine which prospects are positioned at the top or the bottom of the pyramid? **(p. 87-88)**
- 05 How can you achieve some early wins when it comes to the prospecting pyramid? How do qualification levels shape the trajectory of your sales day? **(p. 90-91)**

# REFLECTIONS

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Have you ever sat down in front of your CRM and started calling numbers at random, relying on luck to fill your pipeline? Or do you have your qualifying levels down to an exact science? Use this space to map out your qualifying methodology with the information you learned in this session.

## EXERCISE

Are you looking at your prospect database as a square? Who is a top priority? Are you approaching all of your highly qualified prospects first? Using the guidelines in **Chapter 10**, use the sort tools on your CRM and build your own prospecting pyramid.

# SESSION 6

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## CRM: Your Most Important Sales Tool

(CHAPTERS 11)

### KEY TAKEAWAYS

There is no weapon or sales tool in your arsenal that is more important or impactful to your long-term income stream than your prospect database. Aside from the technological aspect, a CRM is just a software-based filing system that makes it easier for you to manage and access information because it does a very simple task: it remembers important things for you and reminds you when those things are important. A well-managed CRM will prevent slip-ups that could cost you deals. But the only person who can motivate you to fully exploit your CRM and invest diligently in building a quality prospect base is you.

### DISCUSSION PROMPTS

- 01** What are four reasons why your CRM is the most important tool in your sales arsenal? **(p. 93)**
- 02** What does it mean to own your CRM like a CEO? **(p. 93)**
- 03** Many salespeople treat their CRM like a trash can instead of a gold mine. How do salespeople neglect their database? **(p. 94)**
- 04** Where does managing and building your database pay off the most? What "puzzle pieces" do a well-managed CRM help you to put together? **(p. 95)**
- 05** What is Jeb's philosophy for building a powerful prospect database? **(p. 95)**

# REFLECTIONS

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Do you treat your CRM like a trashcan or a goldmine?

How have you been neglecting your CRM? How do you think prioritizing your database could help you close more deals in the long run?

After reading this chapter, what are some tactics you will use going forward to get the most out of your prospect database?

# SESSION 7

---

## The Law of Familiarity & Social Selling (CHAPTERS 12-13)

### KEY TAKEAWAYS

When prospects don't know you, it's much harder to get in the door. Familiarity makes prospecting easier because it makes the prospect's decision to give you their time feel less risky. Building that familiarity requires a significant investment of time, intellect, emotion, energy, and technology, which is why you must create strategic plans to focus on building familiarity with your most valuable prospects. Social selling is a critical component of any balanced prospecting methodology. To remain competitive, you must become more effective and efficient with social media in your prospecting routine.

### DISCUSSION PROMPTS

- 01** What is the Law of Familiarity? *(p. 96)*
- 02** What are the Five Levers of Familiarity? *(p. 98-104)*
- 03** What are the Five Objectives of Social Prospecting? How can those objectives help increase the size and viability of your pipeline? *(p. 113-123)*
- 04** What are the Five C's of Social Prospecting? How can each activity make you more effective at leveraging social media as a prospecting channel? *(p. 123-128)*
- 05** What are the Five Social Prospecting Tools? What makes them valuable when trying to develop an effective and efficient strategy for social prospecting? *(p. 128-130)*

# REFLECTIONS

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You won't cross the familiarity threshold with most of your prospects, because you'll never have the time to invest in all of them. List at least 5 of your most valuable prospects who are worth the investment of time to build that level of familiarity.

What are some techniques and tools you can use to build familiarity with each of those prospects?

## EXERCISE

The primary reason you should engage in social selling is to improve familiarity and establish trust. Using the tips on **pages 114-119**, create and update your social profiles according to the two personal branding questions on **page 114**.

# SESSION 8

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## Messaging & Telephone Prospecting

(CHAPTERS 14-15)

### KEY TAKEAWAYS

For thousands of salespeople, picking up the phone and calling a prospect is the most stressful part of their life. Words and how you use them can either increase rejection or create a connection. You can craft impactful messages that move qualified prospects to take action while breaking down their emotional walls and improving the probability that they will respond positively to your requests. Efficient and effective prospecting calls should get you to a yes, no, or maybe as fast as possible, in the least intrusive way, while reducing resistance with a relaxed, confident, professional tone.

### DISCUSSION PROMPTS

- 01** Why is nonverbal communication just as important as messaging when it comes to getting through to your prospect and making a memorable connection? **(p. 134-137)**
- 02** What is the Five-Step Telephone Prospecting Framework? **(p. 163-165)**
- 03** What is the Five-Step Voicemail Framework to Double Callbacks? **(p. 172-174)**
- 04** Why is timing prospecting calls a losing strategy? What are some excuses a salesperson might use if they are avoiding the phone? **(p. 174-176)**
- 05** What does it mean to "eat the frog"? Why are the first two hours of your day the most effective for a consistently successful prospecting block? **(p. 176-177)**

# REFLECTIONS

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**Do you have a fear of the phone? Do you put off telephone prospecting because it is overcomplicated and stressful? How can you use the techniques and tactics in this section to overcome your fear of the phone?**

**Using the Five Step Telephone Prospecting Framework (p. 165), write a basic script that you can use during your prospecting calls below.**

## EXERCISE

The ultimate key to your prospecting success is the scheduled phone block. Take a look at your calendar and determine the best time to set up a daily one-hour telephone prospecting block. Set a goal for how many calls you can make in 15 minutes, then 30 minutes, and set a dial goal for the entire hour phone block. Make the appointment with yourself and don't be late!

# SESSION 9

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## RBO Turn-Arounds & Gatekeepers

(CHAPTERS 16-17)

### KEY TAKEAWAYS

So many salespeople hate prospecting because they cannot control the situation and therefore feel vulnerable and uncomfortable. The skill and poise to deal with a reflex response, brush-off, or objection will give you the biggest wins and get you in front of the high-value prospects that every salesperson in your territory is chasing. Salespeople must also face the challenge of getting through gatekeepers. There are no secret techniques for dealing with gatekeepers, but there are strategies that can give you a competitive edge. Your success in getting through the gate depends on a combination of good manners, likability, and people-savvy.

### DISCUSSION PROMPTS

- 01 What are the differences between reflex responses, brush-offs, and objections? What are a few examples of each? **(p. 181-183)**
- 02 What are the Three Steps to Turning Around RBOs? **(p. 185-188)**
- 03 List some simple strategies for sidestepping the gatekeeper. **(p. 195-196)**
- 04 What are the seven keys for dealing with gatekeepers? **(p. 194-196)**
- 05 Which three hacks can help you get in touch with the decision maker when you can't get their name or contact and cannot find them through an online or social search? **(p. 196-199)**

# REFLECTIONS

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Using the examples listed (*pages 181-183*), which RBOs do you hear most frequently?

What is your current strategy for handling them? How could that strategy be improved using the techniques provided in this chapter?

## EXERCISE

Think back to a time you were faced with a particularly harsh rejection, or one that you remember clearly. Using the 3 Step Turnaround Framework on pages 186-188, write out a response that you could have used in that situation to overcome the initial reaction you experienced. Keep that response handy if you face a similar RBO in the future!

# SESSION 10

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## In-Person Prospecting (CHAPTERS 18)

### KEY TAKEAWAYS

In-person prospecting is part of a balanced prospecting approach for outside sales reps. However, of all the prospecting channels, in-person prospecting is the least efficient. Done incorrectly and randomly, you can burn an entire day, make very few calls, and accomplish little more than wasting gas. But leveraged effectively, in-person prospecting calls will help you squeeze every drop of opportunity out of your sales day.

### DISCUSSION PROMPTS

- 01** What are the five steps of the Hub-and-Spoke technique? *(p. 204-205)*
- 02** What are the key objectives of in-person prospecting? *(p. 205-206)*
- 03** List the five steps for planning effective in-person prospecting calls. *(p. 207)*
- 04** What is the Five-Step In-Person Prospecting Call Process? *(p. 208-210)*
- 05** Putting on your "sales goggles" means being aware of the opportunities around you. What are some examples of places or scenarios where you might run into new prospects or opportunities? *(p. 211-212)*

# REFLECTIONS

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## REFLECT

What is your typical approach to in-person prospecting? Describe your process below with numbered steps. Do you see a pattern? How could it be improved?

Now, write out numbered steps for a revised in-person prospecting strategy using the tips and examples outlined in Chapter 18. How do you think that this plan will improve the number of prospecting touches in your typical sales day?

# SESSION 11

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## Email Prospecting & Text Messaging

(CHAPTERS 19-20)

### KEY TAKEAWAYS

Email is a powerful part of a balanced prospecting approach, and when leveraged intelligently, it opens doors, gets results, and generates 10-20 times more engagement and response than social prospecting. The key is to make your prospecting emails more impactful to generate better results. As for text messaging, timing and technique become more important than with any other prospecting channel because it is so personal. Although it lacks the emotional connectivity of face-to-face and verbal communication, text can be an extremely powerful channel for capturing the attention of prospects.

### DISCUSSION PROMPTS

- 01** What are the Three Cardinal Rules of Email Prospecting? **(p. 216-224)**
- 02** What are the three most common subject line mistakes and how can you avoid them? **(p. 220-221)**
- 03** What are the Four Elements of an Effective Prospecting Email? **(p. 227-233)**
- 04** How can you use text to anchor conversations at networking events or following trigger events? How can you leverage text to nurture prospects and create opportunities for engagement? **(p. 238-243)**
- 05** List the Seven Rules for Structuring Effective Text Prospecting Messages. **(p. 243-244)**

# REFLECTIONS

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Take a look through your email inbox and analyze the last five marketing, prospecting, or advertising emails that you opened. What caught your eye?

Did you just open it or did you read the entire email?

Did the email engage you enough to respond or reach out to the sender?

How can you use elements of those successful emails in your own?

## EXERCISE

Write three email prospecting messages based on the Four Elements of an Effective Email (*on pages 227-233*).

# SESSION 12

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## Mental Toughness & The 11 Words

(CHAPTERS 21-23)

### KEY TAKEAWAYS

Sales is a tough, grueling, and sometimes heartbreaking profession. The pressure to deliver and the demand to perform in sales is unrelenting. You must deliver results or you will be fired. This is why salespeople are the elite athletes of the business world. When you set your goals, when you face fear, rejection, and adversity; when you're tired, worn out, and have the choice to go home or make one more call— the only question that matters is: How bad do you want it?

### DISCUSSION PROMPTS

- 01** What are the seven core dimensions of mental toughness as defined by James Loehr? **(p. 246-247)**
- 02** According to Dr. Chris Croner and Richard Abraham, what are the three dimensions of mental toughness in salespeople, specifically? **(p. 249-250)**
- 03** List and explain the Four Pillars of Mental Toughness in Sales. **(p. 250-262)**
- 04** How can you change your attitude? What shifts can you make in your life to transform your outlook? **(p. 260-262)**
- 05** What are the eleven words that changed Jeb's life and how can they help you become a top performer and remain at the top? **(p. 264)**

# REFLECTIONS

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Refer to the Four Pillars of Mental Toughness (pages 250-262). What do you do to stay mentally and physically resilient to give yourself the best chance at success every day?

How can you continue to learn and improve your mindset so that you are always armed with a wealth of knowledge and a positive attitude?

What are your goals for incorporating the tools, techniques, and tactics of *Fanatical Prospecting* into your sales process and transforming your life over the next year?



# FANATICAL PROSPECTING BOOTCAMP



*The World's Most Popular Sales Prospecting Course*

## MAKE VIRTUAL SELLING MORE HUMAN

Fanatical Prospecting Bootcamp is a high-impact, comprehensive sales training curriculum that builds the core competencies for outbound prospecting calls, objection handling, qualifying, targeting, time management, pipeline discipline, and sales productivity.

### ENGAGE

Craft powerful sales messages that grab attention, engage prospects, and convert prospecting calls into positive outcomes.

### PROSPECT

Confidently approach prospecting calls, easily handle objections, and set more appointments with qualified opportunities.

### BUILD

Build better prospecting lists with effective targeting, segmenting, and qualifying strategies.

### MANAGE

Manage time effectively and protect the golden hours for increased sales productivity and maintain a robust sales pipeline.



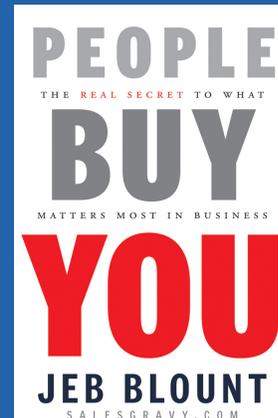
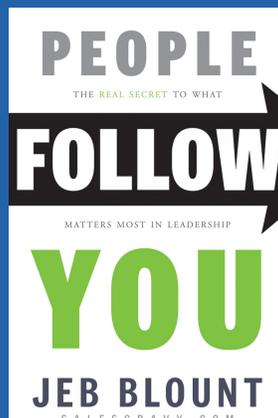
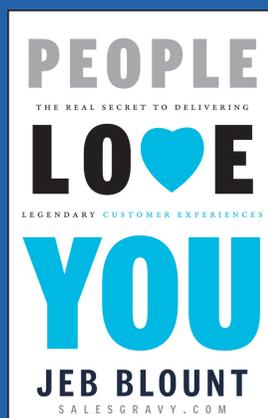
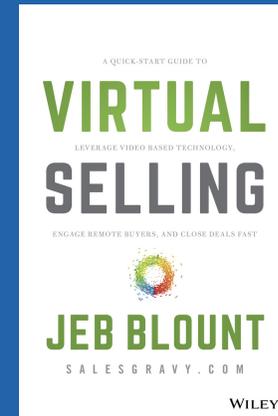
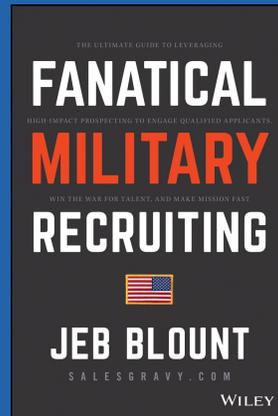
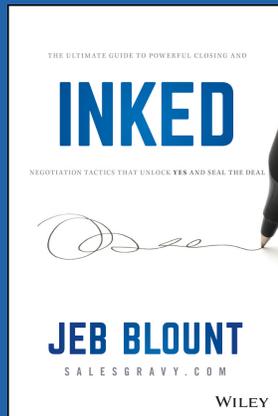
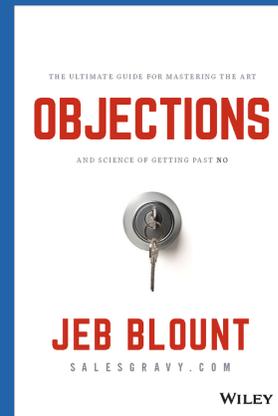
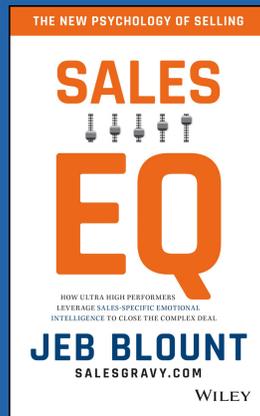
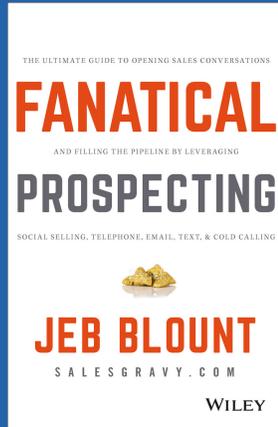
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# ABOUT SALES GRAVY

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*Better Sales Teams. Fast!*

## WE HELP SALES ORGANIZATIONS WIN

At Sales Gravy, our mission is simple: We help sales organizations, sales leaders, and salespeople win.

Our team of sales trainers, coaches, and advisors leverages our proven sales training and sales enablement system to help sales organizations become more agile, accelerate sales productivity, and gain a decisive competitive edge, fast!

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