



A Prospective Mindset

BY ANGELA LEE LOY
Chairman

DEVELOP A PROSPECTIVE MINDSET

DISCOVER YOUR PROSPECTIVE METHODS

- **Cold Calls**
- **Cold Working**
- **Seminars**
- **Networking**
- **Referrals**

DEVELOP A PROSPECTIVE SYSTEM

- **Clear Target Market**
- **Strong Value Proposition**
- **Defined Goals and Objectives**
- **Well Planned Prospecting System**
- **Regular Implementation of Prospective System**

MANAGE NEW PROSPECTS

- **Tracking System**
- **Focus on Activities and NOT just the Results**

ASSESS AND ADJUST YOUR PLAN