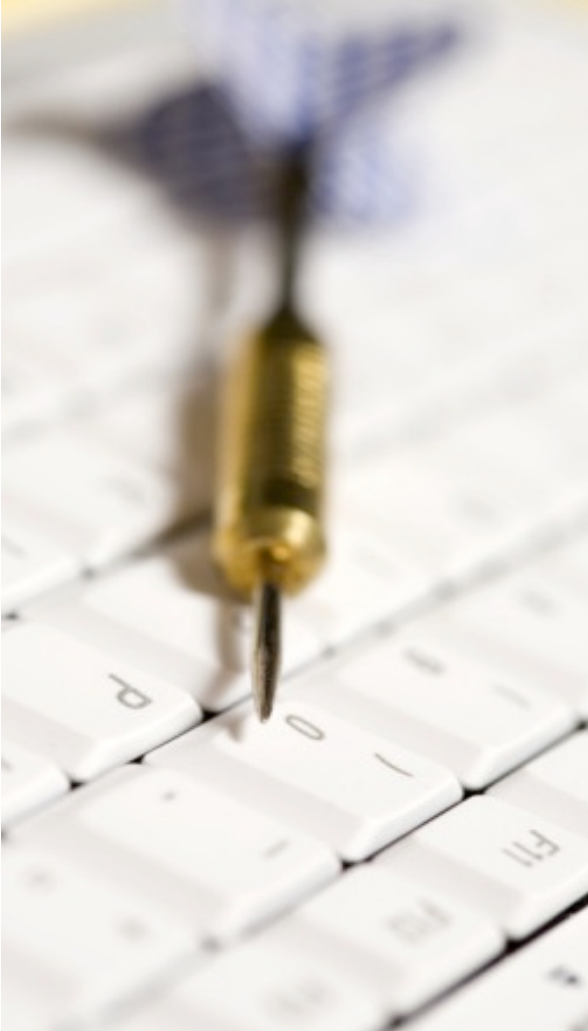




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# How To Develop a Prospect List



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**“Now Is The Time For,  
Sales Discipline” ...**

***A more structured approach  
takes market share!***



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# PROSPECTING FOR NEW ACCOUNTS

***TARGET! PREPARE! ENGAGE!***

# TARGET

TARGET Score X---

Is it a high potential low sales account?

1 2 3 4

Low---High Potential

Small – Large Account



SIZE AND POTENTIAL  
OF THE CUSTOMER'S  
BUSINESS

A “1” score indicates that it is one of the smallest accounts in the package. If an account’s hierarchy scoring starts with a “1”, any investment in resources should be carefully reviewed and scrutinized. At the end of the 4x4 process, you will want to consider first all the accounts where the 4x4 score starts with a “4”. It is a starting point for the TARGET 4x4 process.



# TARGET

TARGET Score -X--

Does the customer's needs fit the core product/services you are able to provide as a business?

1 2 3 4  
NO-----YES

- Choose customers that require products that fit the benefit/strengths of your product offerings.
- Customers that are involved in your primary service market.
- That have similar needs for other products you represent.
- Require your strong suit in service requirements.
- Pay their bills.



# TARGET

TARGET Score --X-

Can you or your team develop a competitive position based on the people you know and your competitor's strength at this account?

1 2 3 4

Not Sure-----YES



- Do you know the right people at the account?
- Do you know what they buy?
- Who are their current choices of suppliers?
- Why they buy from them?



# TARGET

TARGET Score ---X

Do you know what the customer values and are you prepared and committed to provide time and resources to crack this account?

1 2 3 4  
NO-----YES

- Understanding what a customer values requires a specific list of events and support requirements.
- For example: noting that the customer values low price and good service means nothing.
- However, the customer may require on-site consignment.
- Reserved inventory at their, or your warehouse.
- Special terms.
- Just in time shipments.

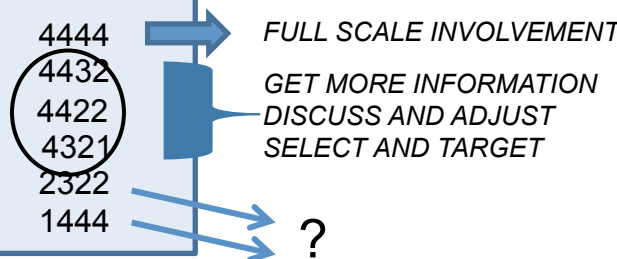
## TARGET 4x4

### Return On Effort (Potential Target Account)

Account	\$ Potential	Competency Match	Knowledge of Buyer	Know What They Value
Burns Enterprise	4	3	2	1
Wiley Electric	1	4	4	4
Excello	2	3	2	2
KBZ	4	4	3	2
EMCO	4	4	2	2
Cawley's Fab	4	4	4	4

The salesperson and manager completed the above scoring by applying the 4x4 criteria. You can see that with this scoring applied to a larger account package, it is easy to quickly identify the 4x4 accounts. Below is 4x4 summary scoring in the same order as in the account package spreadsheet, then sorted by priority.

Account	Score	Priority
Burns Enterprise	4321	4
Wiley Electric	1444	3
Excello	2322	2
KBZ	4432	1
EMCO	4422	1
Burns Enterprise	4321	1
Excello	2322	2
Wiley Electric	1444	3



In this illustration, one account is a 4x4 account. Three other High Potential Accounts, since they begin with a 4, are next in line of the target accounts. Maximum effort should be place first on the 4x4 accounts, with the almost 4x4 accounts a close second.

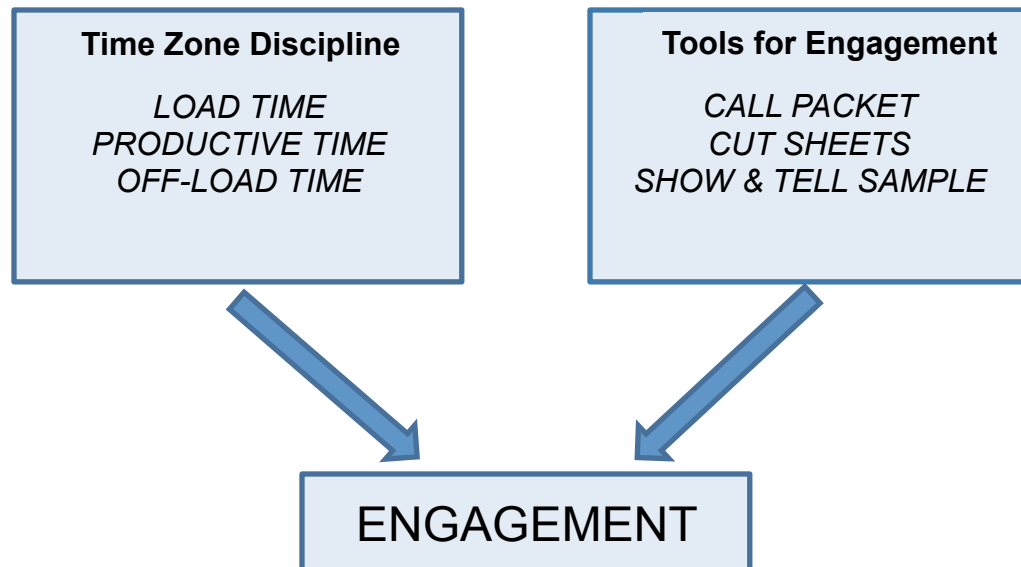




# PREPARE

PREPARE has two mandatory components that the salesperson must adopt:

“Time and Tools for the ENGAGEMENT”





## TIME ZONE DISCIPLINE

- **Load Time**

Time in the office working with inside sales personnel, shipping and warehouse personnel, accounting, etc., gathering and preparing information needed for the sales call.



## TIME ZONE DISCIPLINE

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Time in the office working with inside sales personnel, shipping and warehouse personnel, accounting, etc., gathering and preparing information needed for the sales call.

- **Productive Time**

Time driving in the car visiting customers. This is a good time to make phone calls back to your office for technical support, sales information for upcoming sales calls, or calls to be made to other clients setting up appointments.

If you are a manufacturers rep, it's a good time to make calls back to your principal's factories.



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- **Engagement**

Most important time for a salesman. Time in front of the prospect/customer. This is the time you have prepared for. Use your two minute drill you have developed to make your first initial contact work best for you.



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- **Off Load Time**

I call this quiet time. Time afterhours at the office or at home strategizing and developing a new set up prospects to prepare for an engagement. This time is the most critical of all the time zones. Without developing a continual of new prospects to target, an individual salesperson prepares themselves for future failures.



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## Sales Leave Behind

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**Increasing Your Business is Our Business**

**Our Goal is: Build Your Business.**  
**Let's cut to the chase.**  
 Your job is to grow sales and market share. You also can't afford increasing staff to manage and implement strategies and tactics to drive sales.

That's where we come in. Wayne Huron and Partners provide the expertise, support and flexibility to cost-effectively and quickly increase sales and market share. From analysis and research, to strategy development and hands-on tactical implementation, Wayne Huron and Partners provide a cost-effective approach to help your company grow.

We have provided market/product searches for a variety of industries from all sectors including manufacturing, service, distribution and healthcare. We define the top firms within the sector, the size of these firms by number of employees and sales revenues. We also determine the geographical breakdown of sales potential within the sector.

To succeed in today's highly competitive marketplace you must determine where your company is positioned in the minds of your potential customers. We provide you with the methodology and support to win their mind share.

**WAYNE HURON AND PARTNERS**

**Market Research/Analysis**  
 Wayne Huron and Partners have provided market/product searches for a variety of industries from all sectors including manufacturing, service, distribution and retail. We define the top firms within the sector, the size of these firms by number of employees and sales revenues. We also determine the geographical breakdown of sales potential within the sector.

Based on the data we collect, we compile and analyze this information and provide a report detailing the findings, conclusions and recommendations for a consistent marketing campaign.

**Brand Awareness Development**  
 Brand awareness is the foundation of your company's marketing efforts. It positions your company as an industry leader among customers, prospects, prospective employees, investors, vendors and others that are important to your organization. It serves as a backdrop for all communications from your company.

We can guide and implement your brand development process by using the following:

Brand awareness begins with the consistent image others see. Logos, stationery and business cards, website and eMails, vehicle wrap, ads, tradeshow exhibits, etc. are the basics of your brand.

Everybody knows about your brand, your business is not going to grow. We can help you by researching the best and most cost-effective communications vehicles to promote your brand.

To build a customer believe that you offer a better value than there are thousands of companies offering identical or similar products and services as your business. A well designed development and management program will provide the reasons for your customers to believe in your brand.

Let us show you how to put power in your brand.

**Low-Cost, Highly-Effective Method to:**

- Target Specific Customers by Industry or Region
- Establish Sales Regions and Market Potential
- Create a Foundation for a Direct Selling Campaign

The basic foundation of any business is its list of customers and prospects. Maintaining and growing a current list of prospects is a critical component to continued growth in sales.

Whether you are looking for local, regional or national prospects, Market Prospector provides a highly-effective, low-cost way to identify the exact customers you are targeting to start any business-to-business marketing campaign. We help sales people and business owners find more customers to increase their sales revenue.

We'll provide you with sales leads that fit those existing industries and markets you currently have success selling to, as well as assist you in targeting customers and prospects you identify as future growth generators.



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AND PARTNERS

## Call Packet

Creative Solutions to Simple and Complex Material Handling Problems

**POWER RACK**

Power-Pack Conveyor Company  
Since 1929

### Self-Cleaning Trough Incline Conveyors

Welded Chain Drive TE4C, TE6C, TE8C

Designed for transporting large quantities of bulk materials or small parts up inclines 30° without belt jamming. A patented self-cleaning system prevents material from piling up under the belt or entering the return.

**Standard Features**

- Lengths from 5 to 30 feet
- Self-cleaning body with 3-3/4" high sides and reinforcing spacers
- Adjustable leg supports supplied for every 10'-0" of conveyor length
- Return idler rolls with an adjustable foot roll wiper plate
- Fixed or sliding hopper with a rubber flapper
- PVC belt with alligator lacers

**Options**

- Belt widths available: 12, 18, 24, 30 or 36 inches
- Working temperature ranges from -10°F to 200°F
- Controls and belt wiper. See Power-Pack Conveyor Components Catalog
- Rubber flashing and intermediate belt tension take-up, contact Power-Pack Conveyor.

Drive	Model No.	Duty	D	E	F	G	H	I	J	K	All Min.
Chain Drive	TE4C	Light	5.875	0.25	0.25	6.75	4.500	2.00	6.25	2.50	16
	TE6C	Std.	7.875	0.25	0.25	9.50	6.625	2.00	6.25	5.00	18
	TE8C	Heavy	9.875	0.25	0.25	9.50	8.625	2.00	6.25	5.00	20

Model No.	Belt Width (in.)	Length (ft.)	HP	Belt Speed (FPM)	Voltage	Phase	Discharge Height (in.)	Side Height (in.)	Belt Direction (N-Non-Reversing) (R-Right) (L-Left)	Total Load (lbs.)	Drive Side (R-Right) (L-Left)
TE4C	24"	21'	.33	59	230	3	128"	0"	N	250 <sup>(1)</sup>	R

All dimensions are in inches. (1) Before ordering, contact Power-Pack for maximum load capacities. Continuing engineering advances may cause changes to information shown. Contact Power-Pack Conveyor Company for Certified Prints.

**Power-Pack Conveyor Company**  
38363 Airport Parkway • Willoughby, OH 44094 • Phone: (216) 975-9955 • Fax: (216) 975-0505



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## Call Packet

**ComTrac Adjustable Speed Drives**

**New Solutions to Your Availability, Space, and Maintenance Needs**

**STÖBER**  
... new solutions

**STÖBER ComTrac Adjustable Speed Drives Selection Data**

Series ON, Non-gear    Series OF, C-face Output    Series 1 and 2, Integral Gearing

Figures shown below are based upon 1750 RPM motor speed and are rated to provide constant torque through the entire speed range. Contact for constant horsepower applications.

**Input HP, 1750 RPM Input Speed**

Range HP	Constant Horsepower Range			Transition <sup>(1)</sup>			Constant Torque Range			Model Number
	Maximum			Minimum			Minimum			
	RPM	in. lb.	HP	RPM	in. lb.	HP	RPM	in. lb.	HP	
111	2180	24.4	0.84	821	66	0.86	311	66	0.33	TD27 1 x143 <sup>(2)</sup>
79	1250	42.0	0.83	461	116	0.85	179	116	0.33	TD27 1 0018 K143
58	1050	50.0	0.83	388	138	0.85	150	138	0.33	TD27 1 0021 K143
3	860	61.0	0.83	317	169	0.85	123	169	0.33	TD27 1 0025 K143
	770	68.0	0.83	283	189	0.85	110	189	0.33	TD27 1 0029 K143
1	610	86.0	0.83	225	238	0.85	87	238	0.33	TD27 1 0036 K143
	490	107.0	0.83	179	299	0.85	70	299	0.33	TD27 1 0045 K143
0.5	400	131.0	0.83	146	365	0.85	57	365	0.33	TD27 1 0055 K143
	330	159.0	0.83	120	445	0.85	47	445	0.33	TD27 1 0067 K143
0.25	280	187.0	0.83	105	509	0.85	40	509	0.32	TD27 1 0077 K143
	250	209.0	0.83	92	581	0.85	36	581	0.33	TD27 1 0088 K143
0.125	225	233.0	0.83	82	650	0.85	32	650	0.33	TD27 2 0098 K143
	185	283.0	0.83	69	781	0.86	26	781	0.32	TD27 2 0118 K143
0.0625	155	338.0	0.83	57	941	0.85	22	941	0.33	TD27 2 0142 K143
	124	422.0	0.83	46	1171	0.85	17	1171	0.33	TD27 2 0176 K143
0.03125	104	503.0	0.83	44	1239	0.86	14.9	1239	0.29	TD27 2 0210 K143
	86	608.0	0.83	44	1239	0.86	12.3	1239	0.24	TD27 2 0255 K143
0.015625	72	727.0	0.83	45	1239	0.88	10.3	1239	0.20	TD27 2 0303 K143
	68	902.0	0.83	44	1239	0.86	8.3	1239	0.16	TD27 2 0378 K143

**50 RPM Input Speed**

Range HP	Constant Horsepower Range			Transition <sup>(1)</sup>			Constant Torque Range			Model Number
	Maximum			Minimum			Minimum			
	RPM	in. lb.	HP	RPM	in. lb.	HP	RPM	in. lb.	HP	
1	38	1.27	856	97	1.31	420	97	0.64	TD37 1 K145 <sup>(2)</sup>	
0.5	68	1.25	467	176	1.30	232	176	0.65	TD37 1 0018 K145	
	79	1.27	407	202	1.30	202	202	0.65	TD37 1 0021 K145	
0.25	92	1.26	345	238	1.30	172	238	0.65	TD37 1 0024 K145	
	110	1.26	290	283	1.30	144	283	0.65	TD37 1 0029 K145	
0.125	132	1.26	239	343	1.30	120	343	0.65	TD37 1 0035 K145	
	165	1.26	193	426	1.30	96	426	0.65	TD37 1 0044 K145	
0.0625	209	1.26	152	539	1.30	76	539	0.65	TD37 1 0055 K145	
	234	1.26	137	600	1.30	68	600	0.65	TD37 1 0062 K145	
0.03125	274	1.26	114	717	1.30	58	717	0.66	TD37 2 0074 K145	
	318	1.26	100	818	1.30	50	818	0.65	TD37 2 0084 K145	
0.015625	369	1.26	87	941	1.30	43	941	0.64	TD37 2 0097 K145	
	467	1.26	69	1188	1.30	34	1188	0.64	TD37 2 0122 K145	
0.0078125	512	1.26	62	1314	1.30	31	1314	0.65	TD37 2 0135 K145	
	588	1.26	55	1499	1.31	27	1499	0.64	TD37 2 0154 K145	
0.00390625	773	1.26	48	1725	1.31	23.6	1725	0.65	TD37 2 0177 K145	
	94	845	1.26	38	2177	1.31	18.8	2177	0.65	TD37 2 0224 K145
72-14.4	72	1103	1.26	29	2856	1.31	14.4	2856	0.65	TD37 2 0293 K145

<sup>(1)</sup> Speed tolerance at rated load is ± 3%. At less than rated load, speed may increase 3%.  
<sup>(2)</sup> The ComTrac drive operates at constant horsepower above transition values and at constant torque below transition values.  
<sup>(3)</sup> Specify "ON" for face mounting and "OF" for C-face output flange mounting.  
 Engineering advances may cause slight changes to the information shown.





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# ENGAGE

The first two minutes of ENGAGEMENT are critical, particularly when calling on a 4x4 TARGET accounts.

They have agreed to see you out of courtesy, or they are interested in keeping you around as a pricing service. The first two minutes could make a huge positive first impression.

*2 MINUTE DRILL  
REVIEW THE CALL PACKET  
SHOW AND TELL  
THE CALL TAIL*