

Achieving Your  
Vision for Success

# 21 DAY PROSPECT PURSUIT





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# THE 21-DAY PROSPECT PURSUIT

Successful prospecting requires consistent outreach and clear communication that provides value to the prospect, compelling them to want to engage with you in a sales conversation. The 21-Day PP enables sales professionals to do just that.

Most prospecting opportunities falter because sales professionals quit before they are able to engage with their prospects. The 21-Day PP solves that problem by providing you the framework to execute 7 intentional touches with a prospect over a 21-day period of time. This creates the best opportunity to earn the first meeting and move your prospect through your sales process.

At any time, if the prospect commits to a meeting, or becomes unqualified, this process may cease.



# THE 21-DAY PROSPECT PURSUIT FRAMEWORK

Day 0 - Review the Prospect Data

Day 1 - Phone 1 is your first opportunity to share value and earn an appointment.

Day 2 - Email 1 is a short email briefly asking for an appointment to talk. This should be more about establishing a personal relationship that builds toward trust than a capabilities pitch.

Day 3 - Email 2 is an offer of value. Possibly share a recent win with a client or a way you can quickly add value to their business (even if you don't work with them).

Day 7 - Phone 2 is to ensure that you got your previous email. If they didn't see it, send it while on the phone and confirm receipt.

Day 10 - Snail mail is to get a physical object into their hands. A handwritten note, gift card, or creative gift can all be options.

Day 14 - Email 4 is to push a little harder. Show them you believe there is value in making time to meet with you.

Day 21 - Phone 3 is to close out this round of pursuing them. Be straightforward in respectfully saying that they are missing out by not engaging you.



# THE 21-DAY PROSPECT PURSUIT DETAILS

## 1. PHONE 1 - DAY 1

Live call.....Hi <Name>,

My name is <Sales rep> with <Company Name>. I have been successful in helping companies like yours to:

1. Save money/make money
2. Save time/gain more time
3. To become more effective/more efficient

If you have 20 minutes, I would like to share with you the exact strategies that we are using to help our clients win in the areas I previously mentioned.

Do you have some time?

**\*\* IF NO \*\***

I understand, can we schedule a 20-minute call sometime in the next week? I would be happy to send you over a cup of coffee to enjoy during our call.



# THE 21-DAY PROSPECT PURSUIT DETAILS

## VOICEMAIL

Hi <Name>,

My name is <Sales rep> with <Company Name>. I have been successful in helping companies like yours to:

1. Save money/make money
2. Save time/gain more time
3. To become more effective/more efficient

I would like to schedule a 20-minute call sometime in the next week to share with you the exact strategies that we are using to help our clients win in the areas I previously mentioned.

Please call me back at <your phone number>. Again this is <Sales rep> with <Company Name> and my number is <your phone number>.



# THE 21-DAY PROSPECT PURSUIT DETAILS

## 2. EMAIL 1 DAY 2

This is a short email briefly asking for an appointment to talk.

Hi <Name>,

My name is <Sales rep> with <Company Name>. I have been successful in helping companies like yours to:

1. Save money/make money
2. Save time/gain more time
3. Become more effective/more efficient

I would like to schedule a 20-minute call sometime in the next week to share with you the exact strategies that we are using to help our clients win in the areas I previously mentioned.

Please reply back to this email with a few dates/times that work for you.

Thank you in advance and I look forward to speaking with you soon.

Regards,



# THE 21-DAY PROSPECT PURSUIT DETAILS

## 3. EMAIL 2 DAY 3

This email will follow up on Phone 1. Include a link to a recent blog post. An example:

*Hi <Name>,*

*This is <Sales Rep> at <Company Name>. I wanted to share a recent article we produced titled <Blog Post Name with hyperlink>. It includes a great <identify a highlight of the blog>.*

*I would love to speak with you about how our <products/services> impact companies like yours. And I would appreciate feedback on the <blog/article/resource> I sent. Please let me know when would be a good time for a brief phone call.*

*Thank you <Name> and I look forward to hearing back from you soon.*





# THE 21-DAY PROSPECT PURSUIT DETAILS

## 4. PHONE 2 - DAY 7

This is a follow up call.

*Live call...Hi <Name>,*

*This is <Sales Rep> at <Company Name>.*

*Did you happen to catch the article I sent a few days back?*

*Were there any ideas/concepts in there that piqued your interest?*

### VOICEMAIL

*Hi <Name>,*

*This is <Sales Rep> at <Company Name>.*

*Did you happen to catch the article I sent a few days back?*

*I was calling to see if there were any ideas/concepts in there that piqued your interest. I would appreciate the opportunity to share with you how we are doing things like this for companies just like yours.*

*Please call me back at <your phone number>. Again this is <Sales rep> with <Company Name> and my number is <your phone number>.*



# THE 21-DAY PROSPECT PURSUIT DETAILS

## 5. EMAIL 3 (OR SNAIL MAIL) - DAY 10

Example:

Hey <Name>,

It's <Name> again over at <Company Name>. I have successfully helped many companies like yours to <insert elevator pitch/unique value proposition>.

Are there any objectives or goals you'd love help in achieving? I would be honored to speak with you more about them!

Please respond back with preferred times to connect with you.

Best,



# THE 21-DAY PROSPECT PURSUIT DETAILS

## 6. EMAIL 4 - DAY 14

Example:

<Name>,

I must not be doing a great job of communicating who <Company Name> is and how we can help you.

I would really appreciate connecting with you as we do our best to research companies ahead of time and feel you fit well with those we love working with. Can we set up a phone appointment this week?

Thank you so much and I look forward to hearing back from you soon.



# THE 21-DAY PROSPECT PURSUIT DETAILS

## 7. PHONE 3 - DAY 21

A phone call to say:

I am about to give up but before I do, I really think we should have a conversation.

## MOVE TO DRIP

If no progress has been made at the end of 21 days, and all the steps have been completed, you may move this prospect to the corporate drip campaign.

Contact marketing to add this client to the drip campaign.

# CONTACT



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More Fulfillment.  
More of Who You  
Are.