

PROSPECT ATTRACTION AND ENGAGEMENT

**HIGH PERFORMANCE
BENEFITS SALES PRO**



PROSPECT ATTRACTION AND ENGAGEMENT

UNDERSTANDING YOUR TARGET MARKET

Why It Matters: Know who you're selling to and what they need.

Takeaway: The better you understand your market, the better you can tailor your sales approach.

Interactive: Write down the main pain points of your target market.

IDENTIFYING IDEAL CHANNELS

Definition: The platforms where your target audience spends their time.

Takeaway: Use these channels to distribute your message effectively.

Interactive: List two online and two offline channels you can use for engagement.

THE ART OF STORYTELLING

Importance: Stories capture attention and are easier to remember.

Takeaway: Crafting a compelling story around your product or service will make it more appealing.

Interactive: Write a brief story that illustrates the value of your service.



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PROSPECT ATTRACTION & ENGAGEMENT PLAN

Activity: Use this template to plan your engagement strategy.

- Target Market: _____
- Key Channels: _____
- Story Theme: _____
- Follow-up Strategy: _____

NOTES



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