

Fanatical Prospecting Sequences

The Complete Guide to Multi-Touch Prospecting and Cold Calling Cadences That Grab Attention, Get Responses, and Open Sales Conversations

Master the art of prospecting and cold calling with strategic, multi-touch sequences. Getting attention while prospecting is harder than ever. The field is crowded, and attention spans are short. How can you make sure that you stand out from the competition? In *Fanatical Prospecting Sequences: The Complete Guide to Multi-Touch Prospecting and Cold Calling Cadences that Grab Attention, Get Responses, and Open Sales Conversations*, celebrated sales leader and bestselling author Jeb Blount walks you through a comprehensive blueprint for converting leads into customers. Through practical hands-on exercises, you'll learn how to design compelling, multi-touch, multi-channel prospecting campaigns that break through the noise and drive meaningful engagement, consistently filling your sales pipeline with high-quality opportunities. Building on the proven principles covered in his bestselling *Fanatical Prospecting*, Blount offers new insights and tactics that incorporate the latest trends in business development and top of the funnel sales activity. You'll discover how to:

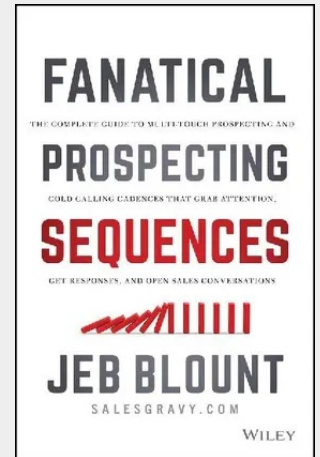
- Use the seven steps of effective prospecting sequences to get noticed, jumpstart engagement, and generate better outcomes
- Develop compelling messages that speak directly to your prospects' needs and get them to respond
- Target prospects with precision and focus your time and effort where it really counts
- Use the latest tech and AI prompts to enhance your prospecting effectiveness and efficiency
- Follow step-by-step communication frameworks for phone, email, video, text messaging, LinkedIn, DMs, voicemail, snail mail, and in-person communication
- Handle objections and gatekeepers with proven, advanced techniques
- Build confidence and master prospecting sequences to sell more, win more, and earn more

Perfect for new sales professionals and seasoned veterans in the industry, this guide is a must-read prospecting roadmap for account executives, business and sales development representatives, sales leaders, entrepreneurs, and small business owners.

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