



Sales Prospecting Recipe

Company: _____

Sector: _____

Decision-Maker: _____

Decision-Influencer(s): _____

Challenges (we can solve):

.
. .
. .

Opportunities (we can capture):

.
. .
. .

Value I Can Share:

1.
2.
3.
4.
5.

Channels I Should Use:

.
. .
. .
. .

Day 1

Channel:
Message:
Value:

Day 23

Channel:
Message:
Value:

Day 8

Channel:
Message:
Value:

Day 26

Channel:
Message:
Value:

Day 14

Channel:
Message:
Value:

Day 28

Channel:
Message:
Value:

Day 19

Channel:
Message:
Value:

Day 29

Channel:
Message:
Value:

Comments: