S.T.A.R. Program's Prospecting Worksheet

	BDU RISHES DIVELOPAINY UNIVERSITY	Campaign # 1 Week One Date							
Prospect #		Contact Name	Contact Email	Contact Phone #	Research	Email	Comments	Phone Call	Email
Example	Business Development University	Lisa Peskin	lisa.peskin@businessdeve lopmentu.com	877.310.1370 x 102	х	x	Training company/sent introduction email	Х	х
2									
3									
5									
<u>6</u>									
8									
10									

Week Two Date			Week Three Date			Week Four Date			
Comments	Phone Call	Calendar Invite	Comments	Phone Call	Email	Comments/Final Outcome			
Left Voice Mail for Lisa sent email #2	X	Х	Made call #2 sent Outlook invite for 6/22	Х	X	Appt. 7/23 with VP of Sales to talk about STAR			

Instructions:
First step is to
"Save As" this worksheet with the name of YourNameCampaign1 for week 1,
YourNameCampaign2 for week 2 and so forth.

For each week of the program, list your ten prospects under "Prospect Name." Then, put an X in the box to verify that the week's activity has been completed, adding any comments (see example).

Prospects stay on the list until an appointment is scheduled, they are a dead lead or the four week cycle is completed.

At the end of each week email your worksheet to your sales coach. The second week you will be emailing 2 worksheets, 3rd week 3 spreadsheets and so forth.

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