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## PROSPECTING

*Man must sit in chair with mouth open for  
very long time before roast duck fly in.*

— A CHINAMAN

A financial planner's business can be profitable and fun when he is able to prospect the right clients. A client should have unfulfilled needs, a desire to meet those needs, and be open to a long-term relationship. Prospecting is also the lifeblood of an MLM business. Having enough of the right customers and business partners is essential. Nothing happens unless you have your first prospect. So prospecting and inviting people is the first skill you will want to acquire fast.

### WHAT IS PROSPECTING

People in sales use the word 'prospecting' all the time, but not all understand that prospecting is a sifting-and-sorting process and not a convincing business. The word 'prospecting' stirs up an image of a gold prospector in