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

		<u> </u>					Campaign #	1				
	BOUL BUSINESS DEVELOPMENT UNIVERSITY	Week One Date		Week Two Date								
Prospect #	Prospect Name	Contact Name	Contact Email	Contact Phone #	Research	Email	Comments	Phone Call	Email	Comments	Phone Call	Calendar Invite
Example	Business Development University	Lisa Peskin	lisa.peskin@busine ssdevelopmentu.co m	877.310.1370 x 102	x		Training company/sent introduction email	x	×	Left Voice Mail for Lisa sent email #2	x	x
1												
2												
3												
4												
5												
6												
7												
8												
9												
10												

Week Three Date			Week Four Date
Comments	Phone Call	Email	Comments/Final Outcome
Made call #2 sent Outlook invite for 6/22	Х	Х	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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