

# PROSPECTING RESOURCES



Topics:  
Ideal Client Profile  
Where to Find Leads



# PROSPECTING RESOURCES

Thank you for downloading the free janitorial prospecting resource bundle. Below are links to videos we have created over the years describing various aspects of the prospecting process.

## A FEW WAYS YOU CAN HELP US ACHIEVE THIS GOAL:



### IDEAL CLIENT PROFILE

The first step in prospecting is defining your ideal client profile. What types of companies do you want to do business with? What do they look like? Where are they? Here are two videos describing that process:

<https://youtu.be/o67X8d-Jy-o>

<https://youtu.be/q0Us0sX9Zoc>



### MAINTENANCE

After you have identified the type of company to go after and where they are located, the next step is finding them. But where do you go to find a list of companies that fit your profile? While list-building sites do exist, they aren't magic, and you still have to put in much work. Here are some videos to help you with that process:

[https://youtu.be/KGIH\\_k1NiUA](https://youtu.be/KGIH_k1NiUA)

<https://youtu.be/4kYJkhj-sqA>

<https://youtu.be/tq7HhiXEXso>

[https://youtu.be/\\_adSeJFPJJ4](https://youtu.be/_adSeJFPJJ4)

<https://youtu.be/j0tLeEZ9Xss>

### New More Help, Resources, & Support?

If you need more help with your sales and marketing efforts, if you want more resources like these, or if you simply need support in building your janitorial company, we are here to help. Our Elite BSC Mastermind Group is designed to help industry owners and key leaders like you. Click the link below to learn a little more about the group.

<https://elitebsc.com/mastermind/>

Thanks!

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