**Create a Sales Prospecting Workflow for your Staffing Company**

**What is Sales Prospecting?**

Sales prospecting is the process of finding, identifying, and reaching out to potential sales. This includes outbound cold calls or emails. Prospecting is critical to building and maintaining a steady pipeline of leads to work through your sales funnel.

**Tips for Successful Sales Prospecting**

**Build out your CRM**

Before you can begin sales outreach, you first need to find potential customers. Networking sites like LinkedIn are a great way to find common connections and search for potential clients in your area. [Parsing and sourcing tools](https://www.avionte.com/source-module/) then make it quick and easy to pull prospect data into your CRM. Then, within your CRM, you can build outreach lists through targeted searches and track your outreach activity.

**Increase Cold Call Velocity**

Did you know that 44% of salespeople give up after just one call? However, [Velocify](https://www.icemortgagetechnology.com/velocify?velocify_redirect=true) research states that the ideal number of cold calls to make a sale is six. In the case of cold calling, more is more. Therefore, you need to prioritize time for prospect outreach within your sales team. Check out our [recommendations for memorable cold calls](https://www.avionte.com/2016/08/recruiting-software-staffing-sales-cold-call/) as well.

**Track Activity**

When prospecting, be sure to track your activity in your CRM. Be sure to keep notes about your call so you can constantly build upon each conversation. Look for a CRM that makes out reach and activity tracking easy with automated call, email and text logs and embedded, in-app communication tools.

The video below demonstrates how your staffing firm’s sales team can manage your prospecting and outreach workflow using [Avionté’s CRM.](http://avionte.com/solutions) Avionté’s other [tips for staffing sales growth](https://www.avionte.com/2020/06/8-staffing-technologies-that-fuel-growth-during-and-after-covid-19/) will help your firm stay ahead of the curve and win in the market.

[Video](https://avionte.wistia.com/medias/t7radgnzx7)

