



6 ADVANCED STEPS FOR

DOOR-TO-DOOR SALESPEOPLE

TARGETING BUSINESSES

by Robert Hartline – Master these strategies to
elevate your sales game and close more deals.

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INTRODUCTION

Door-to-door B2B sales isn't for the faint of heart. It's about resilience, precision, and using smart strategies that distinguish the professionals from the amateurs. Success doesn't just come from knocking on the right doors—it comes from knowing how to approach each business, when to make your move, and how to track progress effectively. In this guide, we'll break down five pro-level tips that can give you the edge in a highly competitive field.

Step #1

Have Something to Hand Them

First impressions matter. When you walk into a business, always have a physical item to leave behind. A simple, well-designed business card, brochure, or one-page flyer can be just as effective as an elaborate marketing package. Keep it clean, professional, and informative. Make sure it clearly communicates what makes you special and includes your contact information.

Additionally, carry your materials in a professional-looking portfolio. This not only keeps your documents organized but also helps you present yourself as someone who belongs in the office, as if you're there for a scheduled appointment.

Things to Remember:

- **Keep your materials simple and professional.**
- **Ensure your contact information is clear.**
- **Use a portfolio to stay organized and look professional.**

Step #2

Have a Name to Ask For

One of the biggest mistakes salespeople make is walking in without a specific person to request. Before you visit a business, research the key decision-makers using LinkedIn. Simply type in the company name and your city, and you'll often find the right contacts.

Having a name to ask for makes you appear more prepared and credible. If you can't find a specific person, at least ask for a department head, such as the manager or director in charge of purchasing or operations.

Things to Remember:

- **Research key decision-makers before your visit.**
- **Use LinkedIn to find the right contact.**
- **Having a name makes you look more credible and prepared.**

Step #3

Mentally Prepare Before You Walk In

Confidence is key. Before stepping into a business, take a deep breath and visualize a successful interaction. Imagine walking out having achieved your goal, whether that's setting an appointment, getting a referral, or even closing a deal.

Setting a clear intention before entering helps you stay focused and ensures you project positive energy. Determine your objective in advance and act as if it has already happened.

Things to Remember:

- Take a deep breath and stay calm.
- Visualize a successful outcome before walking in.
- Set a clear objective before entering.

Step #4

Play Friend or Foe

The first person you encounter is often the gatekeeper—the receptionist or assistant who controls access to decision-makers. Instead of appearing as a salesperson, approach them as if you belong there.

- Look for a name plaque or ask for their name immediately.
- Use their name frequently in conversation to build rapport.
- Be friendly, respectful, and natural to make them feel comfortable.

Your goal is to make them see you as a familiar presence rather than an interruption. A friendly approach can turn a potential obstacle into an ally.

Things to Remember:

- **The gatekeeper can be an ally or a barrier.**
- **Always use their name to build rapport.**
- **Be confident, polite, and act as if you belong.**

Step #5

Listen – Identify Their Pain Points

If you're lucky enough to speak directly with a decision-maker, focus on listening rather than talking. The key to a successful sale is understanding their pain points and showing how your product or service solves their problems.

- Ask open-ended questions that encourage them to share their challenges.
- Let them do most of the talking.
- Resist the urge to pitch too soon—gather information first.

The more they speak, the more they reveal about their needs. Your job is to position yourself as the solution.

Things to Remember:

- **Ask open-ended questions to uncover pain points.**
- **Let the prospect talk more than you do.**
- **Position yourself as a problem-solver, not just a salesperson.**

Step #6

Determine Next Steps

Every interaction should lead to a clear next step. Whether it's booking a follow-up appointment, scheduling a demo, or sending additional information, make sure to solidify a commitment before leaving.

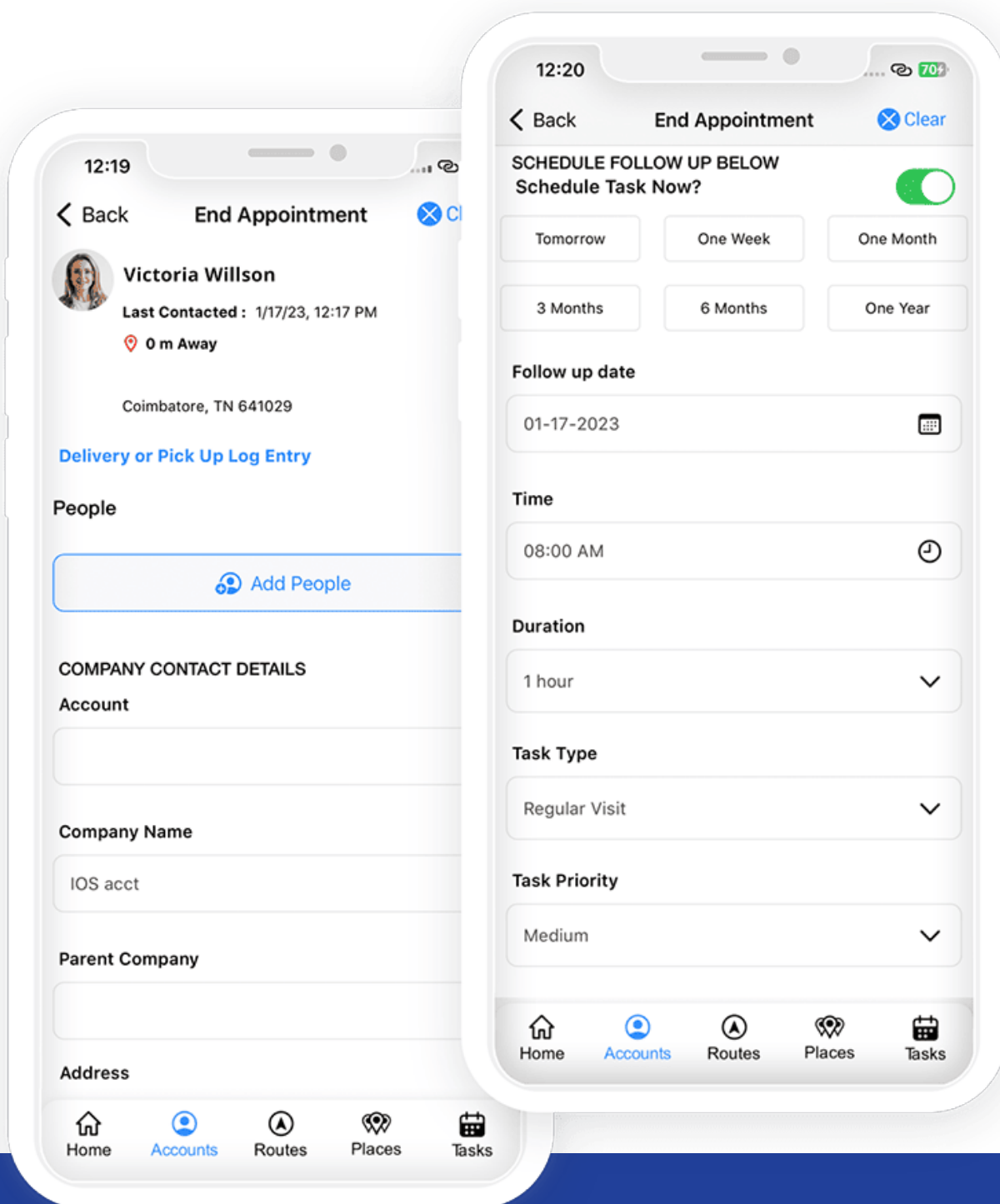
- Confirm the next action and set a date.
- Take detailed notes on what was discussed.
- Record key decision-makers and pain points immediately after leaving.

By keeping track of every visit, you can build a pipeline of prospects and improve your approach over time.

Things to Remember:

- **Always establish the next step before leaving.**
- **Take notes on pain points and key contacts.**
- **Keep track of your interactions to refine your approach.**

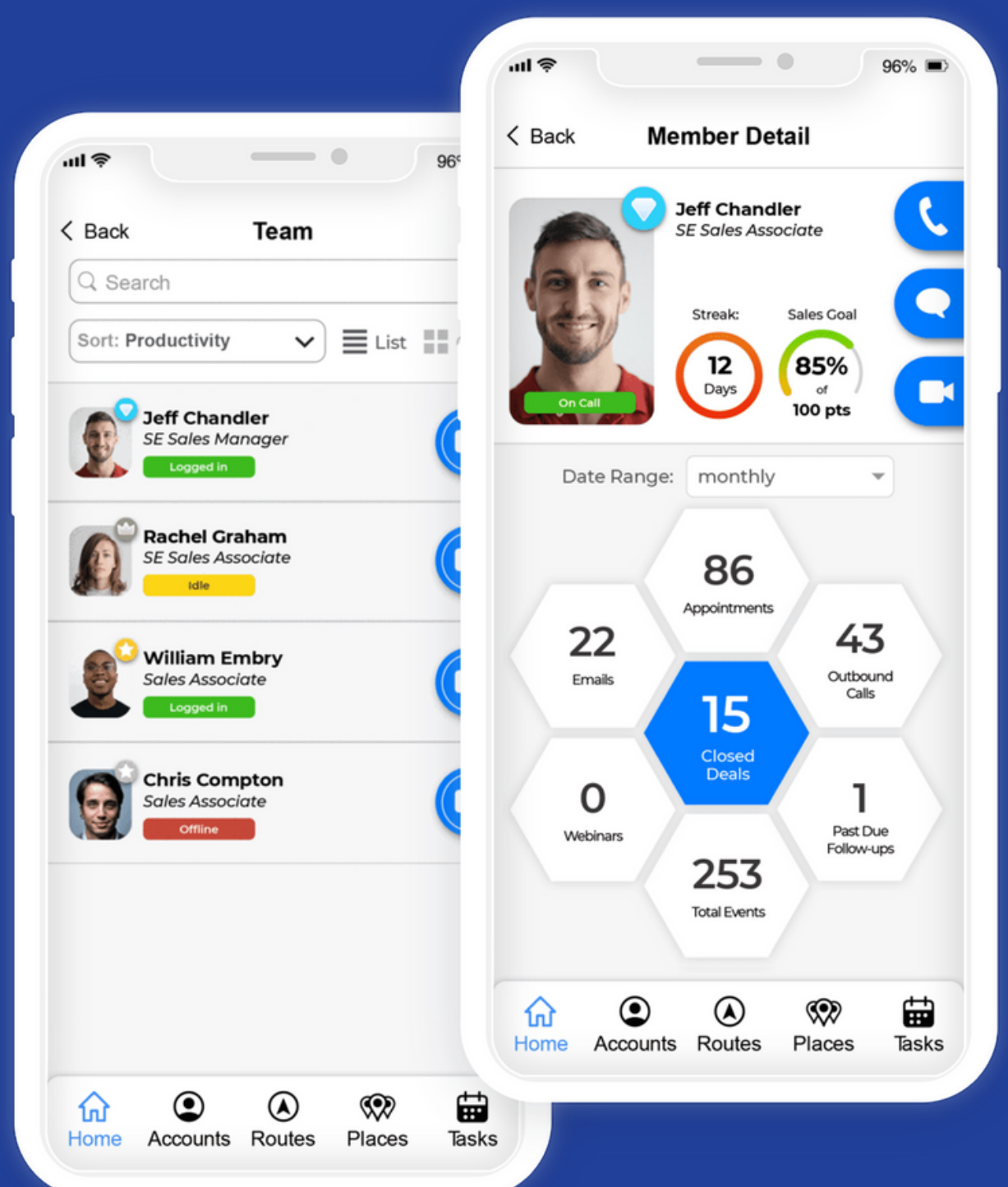
One Pro Tool to Simplify Your Life



In the fast-paced world of door-to-door sales, staying organized and efficient is essential. This is why professionals use tools like CallProof to keep track of visits, log interactions, and streamline follow-ups. It's a simple app designed to automate and optimize your sales process, helping you focus on what you do best: closing deals.

By integrating CallProof into your routine, you can ensure you never miss a follow-up, track the effectiveness of your visits, and analyze data on customer interactions—all in one place. It's the kind of efficiency that separates top earners from the rest.

 **CallProof**
www.callproof.com



CONCLUSION

Every visit you make strengthens your confidence and discipline. Even when you face rejection, you are building the resilience necessary for success. Walking into businesses, engaging with prospects, and handling objections all contribute to your growth as a sales professional.

The rush of adrenaline after a successful conversation is unmatched. The more you practice, the better you'll get. Follow these steps, refine your approach, and watch your sales numbers grow.



ABOUT ROBERT HARTLINE

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Robert Hartline is a master salesman and entrepreneur who grew Absolute Wireless from 10 to 78 locations, achieving over \$100 million in sales. He founded CallProof, a SaaS platform for sales teams, and Hytch Rewards, a company focused on using commutes for recruitment.

After selling Absolute Wireless in 2020, Robert now helps businesses scale with the Entrepreneurial Operating System (EOS). He's a 9-year member of Nashville EO, co-host of The Decision Podcast, and leads retreats in Costa Rica and Tennessee.