

PROSPECTING FOR LEADS LIKE A PRO

Key focus

Prospecting is the key to a sales success. The success of sales today is a result of the prospecting a person did six months ago. Through this course, participants will learn below skills :-

1. Understand the importance of expanding a client base through effective prospecting.
2. Identify target markets and target companies with the 80/20 rule in mind.
3. Develop and practice networking skills at every opportunity.
4. Develop, refine, and execute the art of cold calling.
5. Create a personal prospecting plan to turn leads into clients.
6. Increase your sales by implementing your prospecting plan.

Who will benefit

This program is suitable for sales executives, sales engineers, sales support team and sales personnel service who wish to increase customer base and improve sales performance.

Take The Next Step

Day one

1. Introduction and course overview
2. Pre-assignment review

Morning tea break

3. Targeting your market
 - ▶ Eight ways to target your market
 - ▶ My target market

Lunch

4. The prospect board
 - ▶ Prospect board basics
 - ▶ Q & A
 - ▶ My prospect board
 - ▶ Planning with the prospect board
5. Setting goals

Afternoon tea break

6. About Prospecting
 - ▶ Energizer
 - ▶ What is prospecting?
7. Networking
 - ▶ What is networking?
 - ▶ Small talk

0900-1030

1030-1045

1045-1300

1300-1400

1400-1530

1530-1545

1545-1700

Take The Next Step

Day two

8. Public speaking

9. Trade shows

- ▶ Making trade shows work for you

Morning tea break

10. Regaining lost accounts

11. Warming up cold calls

12. The 80/20 rule

Lunch

13. It's not just a numbers game

- ▶ The three R's
- ▶ Group exercise

Afternoon tea break

14. Going above and beyond

- ▶ Ten questions to ask yourself about each prospect
- ▶ Twenty-one ideas for a successful career in sales

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1030-1045

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1530-1545

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