

Prospecting for New Business



Sales Readiness Group

Content Overview

The key to successful selling is successful prospecting, and a sales professional's skills at prospecting will determine their sales performance.

Prospecting for New Business covers proven prospecting strategies, techniques and skills that increase the number of qualified prospects in your sales pipeline, improve call-to-appointment ratios and keep your sales team motivated. This program is designed for both inside and outside sales professionals responsible for contacting sales prospects and converting them into qualified leads and booking appointments.

In this workshop, sales professionals will learn critical prospecting skills, including:

Importance of Prospecting

- ▶ Understanding the role of prospecting for the successful sales professional
- ▶ Overcoming call reluctance
- ▶ Implementing an effective prospecting strategy with six interlocking steps

Prospecting Methods

- ▶ Leveraging Web 2.0 tools (e.g., LinkedIn, Jigsaw, etc.)
- ▶ Phone based prospecting
- ▶ Effective use of Email prospecting
- ▶ Role of "snail mail" in a Web 2.0 world

High Impact Prospecting

- ▶ How to set prospecting performance goals that tie to sales goals
- ▶ Understanding the two key objectives of prospecting
- ▶ Using seven-step prospecting process to maximize prospecting time
- ▶ Working through gatekeepers
- ▶ Leaving voice mails that get call backs
- ▶ Developing a targeted Impact Benefit statement
- ▶ How to qualify prospects
- ▶ Maximizing the power of referral based prospecting

Action Planning

- ▶ Time management
- ▶ Maintaining motivation
- ▶ Developing a prospecting action plan

Who Will Benefit

Sales Professionals, including Account Executives, Account Managers, Inside Sales Reps and other professionals with sales responsibilities.

Workshop Agenda

Two hours.

Delivery Method

Live virtual classroom.

Program Materials

Participant workbooks, reinforcement and sales tools.

Learning Methods

Interactive, scenario-based learning, including exercises and role plays.

Other SRG Sales Training Workshops:

- ▶ Customer-Focused Selling (five part consultative selling program)
- ▶ Managing the Territory

Sales Readiness Group is the only sales training company to offer a true classroom experience online.

Our interactive, instructor-led virtual classrooms offer the most affordable and convenient way to provide your sales managers and salespeople with effective training programs.

Contact us now to learn more about how our innovative virtual delivery and award-winning content can improve the performance of your sales team.