
prospecting for Business

PROGRAM OVERVIEW:

When it comes to drumming up new business, your first challenge as a salesperson will be to reach the right individuals following a tested sales process that's guaranteed to gain loyal and high-value customers.

KEY LEARNING OUTCOME:

Participants will be learning to become a Hunter of business, and be confident to set up a prospecting list, pre-qualify the business and prioritise on who to call.

WHO SHOULD ATTEND?

- Proactive Salespeople

DURATION:

- 1 or 2 days, depending on client needs

VENUE REQUIREMENTS:

- Face to face, maximum of 12 people

POST PROGRAM FOLLOW UP:

- 1 hour webinar 3 weeks after the program

PROGRAM PREREQUISITES:

- Pework will be given to participants to learn about their customer before coming to the training
- Must complete Sales Skills for New Salespeople first

INCLUDED MODULES:

- Introduction to Prospecting
- The Prospecting Mindset
- Identifying Ideal Prospects
- Building Your Prospect List
- Crafting Compelling Messages
- The Art of Cold Calling
- Networking for Prospects
- Effective Follow-Up Strategies

