PROFESSIONAL DEVELOPMENT TRAINING

Effective Prospecting Sales Training

REQUEST QUOTE

1.0 DAY COURSE

Prospecting, or searching for new customers who need the company's products or services, is a very important aspect of the sales process. This Effective Prospecting Sales Training course teaches sales professionals how to develop the prospecting skills that they will use to improve the company's sales performance.

After completing this comprehensive Effective Prospecting Sales Training course, you will have learned: the importance of prospecting and efficiently expanding the client base, how to use the 80/20 rule when identifying target markets, networking, making cold calls, goal setting, how to participate in trade shows and much more.

This comprehensive training course is now available across the U.S., including Atlanta, Austin, Baltimore, Birmingham, Boston, Charlotte, Chicago, Dallas, Houston, Jackson, Los Angeles, Manhattan, Miami, Orlando, New York, Philadelphia, San Antonio and Seattle.

What You'll Gain:

Effective Prospecting Sales Training Course will help you to know who to target and how to target, warm up cold calls, follow up on leads, use networking effectively, conduct trade shows, use public speaking, build your personal prospecting plan, and more.

Professional training in prospecting helps enhance skills and understanding to excel as professionals and businesses.

Outcomes

After completing this course, participants will have learned to:

- Expand your client base through effective prospecting
- Use a prospecting system to make you more successful
- Identify target markets and target companies with the 80/20 rule in mind
- Develop and practice networking skills at every opportunity
- Develop, refine, and execute the art of cold calling
- Target your market
- Use the prospect dashboard

- Set goals
- Understand the importance of prospecting
- Use networking
- Use public speaking
- Conduct trade shows
- Regain lost accounts
- Warm up cold calls
- Use the 80/20 rule

Modules

Lesson 1: Getting Started
- Icebreaker
- Pre-Assignment Review
- Workshop Objectives

Lesson 2: Public Speaking
- Public Speaking

Lesson 3: Pre-Assignment Review
- True/False Questions
- Multiple Choice Questions
- Debrief

Lesson 4: Trade Shows
- Making Trade Shows Work
- Debrief

Lesson 5: Targeting Your Market
- Eight Ways to Target Your Market
- My Target Market

Lesson 6: Regaining Lost Accounts
- Regaining Lost Accounts

Lesson 7: The Prospect Dashboard
- Prospect Dashboard Basics
- Q & A
- My Prospect Dashboard
- Planning with the Prospect Dashboard

Lesson 8: Warming Up Cold Calls
- A Cure for Call Reluctance
- Getting Your Message Through
- Openers

Lesson 9: Setting Goals
- S.P.I.R.I.T.

Lesson 10: The 80/20 Rule
- The 80/20 Rule

Lesson 11: Why is Prospecting Important?
- A Little Knowledge Bring Big Benefits!

Lesson 12: It's Not Just A Numbers Game
- Shooting for the Stars
- The Three R's

Lesson 13: Networking

- What is Networking?
- Small Talk

Lesson 14: Going Above and Beyond

- 21 Ideas for a Successful Career in Sales
- Ten Questions to Ask Yourself about Each Prospect

Talk to our expert team

Phone:

Email: