

Course Outline

Sales Prospecting Training

At the conclusion of the course, participants will::

- Understand the importance of expanding Their customer base through effective prospecting.
- Learn how to use a prospecting system To make them successful.
- Be able to identify target markets and Target businesses with the 80/20 rule in mind.
- Understand how to develop and exercise Media skills at every opportunity.
- Understand how to develop, refine, and execute the art of cold calling.

Course Overview

In the session we start by discussing what's going to occur during the workshop. Students will also have a chance to identify their personal learning goals.

Targeting Your Market

Participants will learn eight ways to target their market. Then, they will complete a worksheet for their target market.

The Prospect Dashboard

This Session will show participants what a potential dash is and how to use it. Participants will also have a chance to make a draft prospect board.

Setting Goals

During this session, participants will learn how to set goals with SPIRIT to make their ideas a reality.

Why is Prospecting Important?

Next, Participants will examine some myths behind prospecting and what traits will ultimately determine their success.

Networking

During this session, participants will learn about networking, a vital part of prospecting.

Public Speaking

Good speaking skills may give sales people a real benefit. This session will give participants some methods to construct their confidence and send out the correct message when talking in public.

Trade Shows

Next, Participants will research what to do before, during, and following trade shows to guarantee success.

Regaining Lost Accounts

This session will explore a simple way to improve business: regaining lost or inactive customers.

Warming Up Cold Calls

During this session, participants will discover how to get the most out of another crucial prospecting instrument: cold calls.

The 80/20 Rule

Next, Participants will learn how Pareto's 80/20 rule applies to sales and prospecting.

It's Not Just a Numbers Game

This session will examine the three R's of successful prospecting.

Going Above and Beyond

To wrap up, we'll give participants 21 ideas for a successful career in sales and ten questions they could ask themselves about every prospect.

Course Wrap-Up

At the end of the program, students will have a chance to ask questions and complete an action plan.

This course can be fully customised for your business team.
Please contact us for more details and our team will happy to assist.

www.paramountplus.com.au
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