

Professional Prospecting Skills™

Sales

Using a proven process and key skills to remove the barriers that inhibit prospecting success

Professional Prospecting Skills™ helps salespeople become successful at prospecting by approaching it as a process rather than 'cold calling.'

For those in a business-to-business sales role, *Professional Prospecting Skills™* equips participants with the processes and skills needed to efficiently and effectively initiate new business relationships through prospecting. Specifically, participants will learn a three-phase approach to prospecting—Prepare, Contact, and Assess—as well as skills, tips, and techniques that ensure effectiveness in each phase.

Module Highlights and Outcomes

In the Prepare phase, participants will learn how to prepare effectively for their overall prospecting efforts, as well as analyze the flow of business through their current business development process to gauge their prospecting needs and setting goals for their prospecting efforts.

- Identify prospects (if appropriate) by sourcing leads from a variety of sources and evaluating them against pre-qualifying criteria.
- Identify the business issues prospects may be facing and clarify how they can help the prospects address such issues.
- Use research to prioritize prospecting activities and decide where to focus their time.
- Develop an approach for how to access hard-to-reach prospects.

In the Contact phase, participants will focus on skills and techniques that will help them engage prospects once they have them on the phone. This includes instructing participants to:



- Create and deliver compelling information to engage prospects.
- Use brief questioning techniques to explore opportunities.
- Request action in a way that results in more appointments.
- Qualify prospects during the call.
- Address a prospect's indifference.
- Work productively with screeners.
- Use voice mail and e-mail as effective prospecting tools.

Finally, in the Assess phase, participants will discuss the importance of assessing the results of their overall prospecting efforts on an ongoing basis. In this phase, participants will learn to:

- Utilize tools to evaluate skills use on individual calls.
- Leverage tools to measure ongoing metrics of prospecting success.
- Learn to revisit planning tools to make continuous adjustments and improvements in their approach.

Professional Prospecting Skills™ incorporates the following methods of instruction:

- Individual exercises in which salespeople assess their current prospecting challenges.
- Video models that illustrate the use of key skills and processes in realistic scenarios.
- Role plays in which participants practice and evaluate Core Call Skills.
- Small group and team exercises to hone skill use and process execution.
- Written exercises that enhance participant understanding of the application of the skills to their own prospecting situations.

Benefits of Using *Professional Prospecting*

Skills™ Your salespeople will:

- Increase revenues by gaining more appointments with the right people in client organizations.
- Save time by productively applying efficient research to their prospecting efforts.
- Engage potential clients in a way that sets the stage for future long-term business relationships.

Your customers will:

- Benefit from prepared calls and a more systematic approach to communication.
- Eliminate the time wasted with unprepared sales professionals.

Your organization will:

- Recognize more consistent revenue streams as salespeople improve the balance between account maintenance and business development.
- Increase in productivity through improved targeting of resources and investment.
- Improve market position through an increase in new business acquisition.

Program Specifications

Audience

Salespeople and their managers

Length

2 days

Certification Length

2 days

Instruction

Miller Heiman Group training performance consultant or your own MHG-certified instructor.

Workshop class size

Up to 12 participants