

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 for individual calls. This includes helping participants to:

- 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:



Developing the 21st
century workforce™

- 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.



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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

AchieveGlobal training performance consultant or your own AchieveGlobal-certified instructor

Workshop class size

Up to 12 participants