PROFESSIONAL DEVELOPMENT TRAINING

Effective Prospecting Sales Training

5808 8521

REQUEST QUOTE

1.0 DAY COURSE

Prospecting is a vital skill in the sales process. It is an important skill to develop if your goal is to grow your sales funnel and achieve significant growth in sales. However, the majority of sales people do not devote ample time to this essential sales strategy.

The talent to prospect effectively, proficiently and enjoyably will allow you to encounter prospects that want, need and can pay for your services and products. To enhance your prospecting skills, enroll in PD Training's Effective Prospecting Sales training course. This course assists participants to expand their client base through effective prospecting, to develop and practice networking skills at every opportunity and to gain valuable knowledge and skills in prospecting to enable them to achieve targeted budgets.

This training course is now available in Hong Kong.

This Effective Prospecting Sales training course can be delivered at your premises by one of our expert local or international trainers or live online using our HIVE technology.

Click on the In-house tab below to generate an instant quote.

What You'll Gain:

Effective Prospecting 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
- 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 Brings 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

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