

# ***Prospecting for Sales Success***

## ***Improve the quality and quantity of your prospects!***

Creating new business in today's business climate requires more than an understanding of the basic selling skills. You have to identify the market that you want to target, find the potential buyers and use the right methods of communication in order to succeed.

Prospecting is a measurable process — the understanding and implementation of these fundamentals will generate those additional sales that you may not get otherwise. The complexity and competitiveness of the marketplace requires that you focus on Prospecting as the most important step in professional selling!

As a participant in this workshop, you will gain a complete understanding of this important sales function and find out why the sales leaders in business grow and continue to prosper. You will be able to apply these proven techniques immediately to generate the new business and sales results you need to be successful.

## **Workshop Outline:**

### **Setting the Stage**

- How to get the most out of the program
- Prospecting versus Selling
- Qualities of an effective prospector - How do you measure up?

### **Attitudes for Success**

- Championship Selling - Increasing your understanding of the key ingredients for success
- Identifying and overcoming attitudinal barriers

### **Being Proactive**

Increase your sales knowledge to ensure you:

- Develop your impact statement
- Know who you are
- Know your customer's needs
- Know your product's features/benefits
- Know your competition

### **Effective Communication**

- Opening the call
- How to effectively qualify an account
- Creating the spider web ... How to map an account
- Effectively use voice mail
- Exploring vocal variety and positive language

## **Roadblocks when Prospecting**

- Guidelines to handling the gatekeeper
- Techniques to overcoming common roadblocks
- Moving to the next highest level of commitment