

## EFFECTIVE SALES PROSPECTING TRAINING

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Effective Prospecting  
Sales Training  
Course



**COURSE LENGTH: 1.0 DAYS**

To be successful in sales you must know how to effectively prospect for new leads. Effective prospecting is an immensely important part of the sales process, which results in you attracting new customers and business and helps you to over-achieve your targets or budget.

The PD Training Effective Prospecting Sales Training Course provides you with comprehensive training in public speaking, making cold calls, goal setting, networking, identifying market opportunities and more. The course covers every essential skill that impacts prospecting to help you gain a high level of expertise in the process.

This dynamic training course is available now throughout New Zealand, including Auckland, Christchurch and Wellington.

Contact us today for a group quote.

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## EFFECTIVE SALES PROSPECTING TRAINING COURSE OUTLINE

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### FOREWORD

The Effective Prospecting Training Course will teach you to identify who to target and how to target, learn how to warm up cold calls, follow up on new leads, use networking effectively, conduct trade shows for lead generation, use public speaking to your advantage, build your personal prospecting plan and more. Professional training in prospecting helps enhance your sales skills, confidence and understanding of the prospecting process to assist you in excelling as a productive sales or business development professional in New Zealand.

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### 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
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### 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 7: The Prospect Dashboard

- Prospect Dashboard Basics
- Q & A
- My Prospect Dashboard
- Planning with the Prospect Dashboard

### Lesson 9: Setting Goals

- S.P.I.R.I.T.

### Lesson 11: Why is Prospecting Important?

- A Little Knowledge Brings Big Benefits!

### Lesson 13: Networking

- What is Networking?
- Small Talk

### Lesson 6: Regaining Lost Accounts

- Regaining Lost Accounts

### Lesson 8: Warming Up Cold Calls

- A Cure for Call Reluctance
- Getting Your Message Through
- Openers

### Lesson 10: The 80/20 Rule

- The 80/20 Rule

### Lesson 12: It's Not Just A Numbers Game

- Shooting for the Stars
- The Three R's

### Lesson 14: Going Above and Beyond

- 21 Ideas for a Successful Career in Sales
- Ten Questions to Ask Yourself about Each Prospect

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## WEB LINKS

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- [View this course online](#)
- [In-house Training Instant Quote](#)