PROFESSIONAL DEVELOPMENT TRAINING

Effective Sales Prospecting Training

09 884 0762

REQUEST QUOTE

1.0 DAY COURSE

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.

What You'll Gain:

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.

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?

Lesson 12: It's Not Just A Numbers Game

- A Little Knowledge Brings Big Benefits!

Lesson 13: Networking

- What is Networking?
- Small Talk
- 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

Talk to our expert team

Phone: 09 884 0762

Email: enquiries@pdtraining.co.nz