

## EFFECTIVE PROSPECTING SALES 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 over-achieving 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 Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra, and Perth.

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## EFFECTIVE PROSPECTING SALES TRAINING COURSE OUTLINE

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### FOREWORD

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.

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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: Pre-Assignment Review

- True/False Questions
- Multiple Choice Questions
- Debrief

#### Lesson 3: Targeting Your Market

- Eight Ways to Target Your Market
- My Target Market

#### Lesson 4: The Prospect Dashboard

- Prospect Dashboard Basics
- Q & A

- My Prospect Dashboard
- Planning with the Prospect Dashboard

### Lesson 5: Setting Goals

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

### Lesson 7: Networking

- What is Networking?
- Small Talk

### Lesson 9: Trade Shows

- Making Trade Shows Work
- Debrief

### Lesson 11: Warming Up Cold Calls

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

### Lesson 13: It's Not Just A Numbers Game

- Shooting for the Stars
- The Three R's

### Lesson 6: Why is Prospecting Important?

- A Little Knowledge Brings Big Benefits!

### Lesson 8: Public Speaking

- Public Speaking

### Lesson 10: Regaining Lost Accounts

- Regaining Lost Accounts

### Lesson 12: The 80/20 Rule

- The 80/20 Rule

### 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](#)