PROFESSIONAL DEVELOPMENT TRAINING

Effective Prospecting Sales Training

1300 121 400

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 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.

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: 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 6: Why is Prospecting Important?
- A Little Knowledge Brings Big Benefits!

Lesson 7: Networking
- What is Networking?
- Small Talk

Lesson 8: Public Speaking
- Public Speaking

Lesson 9: Trade Shows
- Making Trade Shows Work
- Debrief

Lesson 10: Regaining Lost Accounts
- Regaining Lost Accounts

Lesson 11: Warming Up Cold Calls

Lesson 12: The 80/20 Rule

- 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
- 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

Talk to our expert team

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