



Value Based Prospecting Workshop™

A one-day workshop for Sales Reps and their Managers... Proven Prospecting Strategies will be introduced and Impactful Value Propositions will be developed. It will focus specifically on the approach that should be followed when prospecting for new business. Managers will learn to reinforce and coach to the concepts in order to create a sustainable process.

Learning Objectives

Participants will learn to:

- Identify what motivates prospects to grant appointments.
- Conduct effective Business Impact Conversations with current customers.
- Strategically ask for Referral Meetings with current customers and turn those referrals into “warm” introductions.
- Develop an Impactful Value Proposition focusing on quantifiable results (ROI).
- Develop, practice, and implement prospecting scripts that will warrant the attention of Decision-Makers.
- Effectively address Prospect’s Indifference.

Performance Competencies

The Learning Objectives outlined above are designed to enable participants to perform the Competencies listed below:

- Develop the ability to walk the customer through a conversation that discovers quantifiable results (ROI).
- Increase sales results through obtaining more and better qualified referrals.
- Perform prospecting calls utilizing an Impactful Value Proposition designed to gain the attention of Decision-Makers.
- Implement a Prospecting Attack Plan (“7-Touch”) with Targeting Prospects.

Payoff

As a result of participating, learning and implementing the concepts taught in the Value-Based Prospecting Workshop™, sales people will obtain more qualified sales appointments more quickly, leading to significant increases in their new business sales numbers.

“WE HELP COMPANIES INCREASE NEW BUSINESS SALES!”