

# Organised Persistence: Sales Prospecting

*Live online learning course with an expert facilitator*

## **Are you looking for the best way to generate quality new client opportunities?**

Then look no further. This online training course will provide you with the proven skills, knowledge and attitude to build a sustainable new business pipeline, without ever having to cold call. Key learning points include:

- A proven process to get new business leads and new opportunities with less effort.
- How to gain additional business and referrals from existing contacts and JV partners.
- Save time and effort using proven online business-development tools and techniques.
- Stay up-to-date with the best online and automated tools to help you get results fast.

Regardless of your experience, you will gain a great prospecting process, learn a few new skills plus the motivation to use them! This online live training includes the best of both online and off-line prospecting techniques – uniquely combining them for maximum effectiveness.

## **Course format**

- *Live online learning course with an expert facilitator*
- *Interactive, engaging and practical*
- *Two three-hour live online training modules*

## **Who will benefit?**

Sales professionals, freelance consultants, business professionals and owners, sales and marketing consultants, managers and directors.

## **Learning objectives**

The overall objective of this course is to give you a complete process for getting new business leads; a process that you can build into a simple daily and weekly routine.

### ***The Organised Persistence process;***

1. Key principles: Organise persistence and the 5x5 model.
2. Email writing and automated email marketing; plus webinars and events,
3. LinkedIn marketing: Sourcing contacts; in-mails and using navigator.
4. Telephone prospecting and warm calling – how to get an online meeting.
5. Existing contacts and third-party referrals' JV and affiliates.
6. First meeting skills using an online meeting platform, such as Zoom.

These six elements will give you a solid and sustainable lead generation process.