

BRILLIANT SALES PROSPECTING

“Learn how to stop selling and helping customers buy; skills and techniques for increased sales..”

Why you should attend this training course

This highly practical training course will provide learners with the proven skills, knowledge, and attitude to build a solid new business pipeline.

- How to self-generate or respond to new business leads and opportunities.
- Gain additional business and referrals from existing contacts.
- Save time and effort using proven business-development skills.
- Ideas for target new customers and markets.



Key learning points include:

- The “organized persistence” model of sales prospecting.
- Making appointments by telephone.
- Twenty ways to use LinkedIn for connecting with customers and prospects.
- Sourcing and developing referrals and professional introductions.
- How to write effective sales emails and using online tools.
- Using video, online and social media to generate interest.
- Networking skills – online and face to face.

Who will benefit?

Business professionals and owners, sales and marketing consultants, managers, and directors.

About the trainer and course format

This course will be delivered by an experienced trainer with a real expertise and knowledge in all aspects of sales prospecting techniques. It will be informal, engaging and include many practical activities.

Live online half-day training course: price: £95 plus VAT per person.

£195 per person for one-day classroom workshop, minimum three participants, plus travel costs.

email@brilliantcs.co.uk

Brilliant Sales Prospecting

- ✓ Experienced trainer with subject matter expertise.
- ✓ PDF manual for reference.
- ✓ Half-day live online course or one-day workshop

Key principles

- Set your sales prospecting goals
- Elevator pitch
- Target your market
- Organised persistence with CRM

Email writing

- Using AIDA and other templates for sales emails
- Using personalized video emails to create interest
- Vertical targeting emails
- Building awareness with an email chain

Appointments by telephone

- Creating a call prompt sheet
 - Opening a call and taking control
 - Giving a reason to meet
 - Key questions to ask
- Voice tone, power words, phrasing

LinkedIn as a marketing tool

- Why LinkedIn matters
- Six essentials for a positive profile
- Connecting and messaging
- Using search tools effectively
- Researching and following companies

Personal action plan

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