

## 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](mailto: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

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](mailto:email@brilliantcs.co.uk)