



## Sales Prospecting and Online Marketing

This live-online training course will provide you proven skills, knowledge and attitude to self-generate or respond to new business leads and opportunities.

# Introduction

This live-online training course will provide you proven skills, knowledge and attitude to self-generate or respond to new business leads and opportunities.

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
- Hit your new business sales target every month!

This highly-interactive training course has been designed to provide sales and marketing professionals, managers and consultants with the most-effective tools, tactics and techniques to develop new-business leads and opportunities.

Delegates will leave this training course with new skills and improved practical knowledge on best practices in using five main methods of generating new business sales and opening new accounts. It includes the best online and offline sales and prospecting techniques – uniquely combining them for maximum effectiveness.



# Objectives & Who will benefit?



## **Who will benefit?**

Sales and Marketing Professionals, Managers and Directors

## **Learning objectives**

The overall objective of this live online training is to give delegates practical and proven methods and tips to getting new business – that really work and can start working now!

## **Six essential skill areas:**

1. Key principles
2. Email writing
3. Appointments by telephone
4. Networking
5. LinkedIn
6. First meeting



# Training Methodology

This live online training is highly-interactive and encourages participation through a combination of short presentations, group discussion, practical exercises, case studies, and practice sessions.

The comprehensive course manual has been developed to be practical, easy to use and facilitate learning.

# Course Outline



## Key principles

- Five x Five 30-day campaign
- Set your sales prospecting goals
- Elevator pitch
- Who do you know?
- Target your market
- Organised persistence
- How to make CRM work for you

## Email writing

- AIDA
- Free content emails
- Appointment pitch
- Impact email
- New enquiry
- Vertical targeting emails



## Appointments by telephone

- Why calling still works
- When to call
- Creating a call prompt sheet
- Overcoming the cold calling blues
- Opening a call and taking control
- Giving a reason to meet
- Key questions to ask
- Voice tone, power words, phrasing
- Getting past gatekeepers

## Networking

- 121 networking meeting
- Networking groups – how to choose
- How to work a room
- Be a giver, not a taker
- Follow-up after the event

## 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
- Starting and using groups
- Third party tools

## First meeting skills

- Knowing and setting your objectives
- Planning and preparation
- First impressions
- Elevator pitch
- Structure your meeting
- Key questions
- Explaining your process and proposition
- Answering questions
- Closing for the next stage

A person is sitting at a wooden desk, working. They are holding a pen over an open notebook. To their right is a laptop with a keyboard. In front of them is a tablet displaying a data table. To the right of the laptop, another person's hand is holding a smartphone. The background is slightly blurred, showing a bright, indoor setting.

# Brilliant

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