



Prospecting for Leads like a Pro

Description: *Prospecting is one of the keys to your sales success. Keeping your pipeline full ensures that you will continue to attract new business, and so your success today is a result of the prospecting you did six months ago. In this course, participants will become skilled at prospecting and learn the 80/20 rule. They will learn to target and how to target them, and commit to do some prospecting every day through warming up cold calls, following up on leads, or networking. Participants will also build their personal prospecting plan and learn how to ensure their future by planting seeds daily. At the end of this course, participants will: Understand the importance of expanding their client base through effective prospecting, Learn how to use a prospecting system to make them more successful, Be able to identify target markets and target companies with the 80/20 rule in mind, Know how to develop and practice networking skills at every opportunity, Know how to develop, refine, and execute the art of cold calling.*

Session One: Course Overview.

Session Two: Pre-Assignment Review

- True/False Questions
- Multiple Choice Questions

Session Three: Targeting Your Market

- Eight Ways to Target Your Market
- My Target Market

Session Four: The Prospect Dashboard

- Prospect Dashboard Basics
- Q & A
- My Prospect Dashboard
- Planning with the Prospect Dashboard

Session Five: Setting Goals

Session Six: Why Is Prospecting Important?

Session Seven: Networking

- What is Networking?
- Small Talk

Session Eight: Public Speaking

Session Nine: Trade Shows

- Making Trade Shows Work

Session Ten: Regaining Lost Accounts

Session Eleven: Warming Up Cold Calls

Session Twelve: The 80/20 Rule

Session Thirteen: It's Not Just a Numbers Game

Session Fourteen: Going Above and Beyond

- Workshop Wrap-Up