



Prospecting for Leads

Prospecting is the key to your sales success. Your success today is a result of the prospecting you did six months ago. After today, participants will know who to target and how to target them, and remember to do some prospecting every day through warming up cold calls, following up on leads, or networking.

At the end of this one-day session, participants will:

- Understand the importance of expanding a client base through effective prospecting.
- Know how to use a prospect board to make you more successful.
- Be able to identify target markets and target companies with the 80/20 rule in mind.
- Develop and practice networking skills at every opportunity.
- Develop, refine, and execute the art of cold calling.



Introduction and Session Overview

The first part of the day will be getting to know participants and discussing what will take place during the session. Participants will also have an opportunity to identify their personal learning objectives.

Pre-Assignment Review

To start the day, participants will review their pre-assignment quiz.

Targeting Your Market

Next, participants will learn eight ways to target their market. Then, they will fill out a worksheet for their target market.

The Prospect Board

This session will show participants what a prospect board is and how to use it. Participants will also have an opportunity to create a draft prospect board.

Setting Goals

During this session, participants will learn how to set SMART goals to get from where they are today to their goal.

Why is Prospecting Important?

Next, participants will look at some myths behind prospecting and what will ultimately determine their success.



Networking

During this session, participants will learn all about networking, a key component of prospecting.

Public Speaking

Good speaking skills can give sales people a real leg up. This session will give participants some ways to build their confidence and send out the right message when speaking in public.

Trade Shows

Next, participants will explore what to do before, during, and after trade shows to ensure success.

Regaining Lost Accounts

This session will explore an easy way to increase accounts: regaining inactive or lost clients.

Warming Up Cold Calls

During this session, participants will learn how to make the most of another essential prospecting tool: cold calls.

The 80/20 Rule

Next, participants will learn how Pareto's 80/20 rule applies to sales and prospecting.

It's Not Just a Numbers Game

This session will look at the 3 R's of successful prospecting.

Going Above and Beyond

To wrap up, we will give participants twenty-one ideas for a successful career in sales and ten questions they can ask themselves about each prospect.

Session Wrap-Up

At the end of the day, participants will have an opportunity to ask questions and fill out an action plan.