



*Using a proven process and key skills to remove the barriers that inhibit prospecting success*

# Professional Prospecting Skills™

Professional Prospecting Skills™ helps salespeople become successful at prospecting by approaching it as a process rather than 'cold calling.'

For those in a business-to-business sales role, *Professional Prospecting Skills™* equips participants with the processes and skills needed to efficiently and effectively initiate new business relationships through prospecting. Specifically, participants will learn a three-phase approach to prospecting—Prepare, Contact, and Assess—as well as skills, tips, and techniques that ensure effectiveness in each phase.

## Module Highlights and Outcomes

In the *Prepare* phase, participants will learn how to prepare effectively for their overall prospecting efforts, as well as for individual calls. This includes helping participants to:

- Analyzing the flow of business through their current business development process to gauging their prospecting needs and setting goals for their prospecting efforts.
- Identifying prospects (if appropriate) by sourcing leads from a variety of sources and evaluating them against pre-qualifying criteria.
- Identifying the business issues prospects may be facing and clarifying how they can help the prospects address such issues.
- Using research to prioritize prospecting activities and deciding where to focus their time.
- Developing an approach for how to access hard to reach prospects.

In the *Contact* phase, participants will focus on skills and techniques that will help them engage prospects once they have them on the phone. This includes instructing participants to:

- Create and deliver compelling information to engage prospects.
- Use brief questioning techniques to explore opportunities.
- Request action in a way that results in more appointments.
- Qualify prospects during the call.
- Address a prospect's indifference.
- Work productively with screeners.
- Use voice mail and e-mail as an effective prospecting tool.

Finally, in the *Assess* phase, participants will discuss the importance of assessing the results of their overall prospecting efforts on an ongoing basis. In this phase, participants will learn to:

- Utilize tools to evaluate skills use on individual calls.
- Leverage tools to measure ongoing metrics of prospecting success.
- Learn to revisit planning tools to make continuous adjustments and improvements in their approach.

## About AchieveGlobal

With its world headquarters in Tampa, Florida, AchieveGlobal helps organizations translate business strategies into results by improving the performance of their people. Clients worldwide rely on AchieveGlobal's proven expertise in leadership development, customer service, and sales effectiveness. By implementing research-based learning solutions, AchieveGlobal empowers clients to successfully develop leaders and acquire, grow, and retain profitable customer relationships.



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*Professional Prospecting Skills*<sup>™</sup> incorporates the following methods of instruction:

- Individual exercises in which salespeople assess their current prospecting challenges
- Video models that illustrate the use of key skills and processes in realistic scenarios
- Role plays in which participants practice and evaluate Core Call Skills
- Small group and team exercises to hone skill use and process execution
- Written exercises that enhance participant understanding of the application of the skills to their own prospecting situations

## Benefits of Using *Professional Prospecting Skills*<sup>™</sup>

**Your salespeople will:**

- Increase revenues by gaining more appointments with the right people in client organizations.
- Save time by productively applying efficient research to their prospecting efforts.
- Engage potential clients in a way that sets the stage for future long-term business relationships.

**Your customers will:**

- Benefit from prepared calls and a more systematic approach to communication.
- Eliminate the time wasted with unprepared sales professionals.

**Your organization will:**

- Recognize more consistent revenues streams as salespeople improve the balance between account maintenance and business development.
- Increase in productivity through improved targeting of resources and investment.
- Improve market position through an increase in new business acquisition.

## Program Specifications

**Audience**

Salespeople and their managers

**Length**

2 days

**Certification Length**

2 days

**Instruction**

AchieveGlobal Training Performance Consultant or your own AchieveGlobal-certified instructor

**Workshop class size**

Up to 12 participants