



High Performance Prospecting

How Your Organization Will Benefit

When you implement High Performance Prospecting, your organization will benefit from:

- A consistent language and approach to prospecting across the enterprise
- Skills and concepts that management can coach to accelerate speed to competency of new skills and concepts, and help team members achieve their individual goals
- Enhanced productivity through focused business development efforts targeting high-potential prospects
- Increased volume of qualified leads, leading to more appointments, and more sales
- Prioritized work-flow to achieve greater efficiencies, individually as well as across the organization
- A motivated team empowered with the skills to consistently achieve individual and organizational goals
- Skill and concepts that are aligned with corporate brand and values, and value proposition

Program Highlights

During this highly interactive workshop, participants will learn to:

- Achieve long-term sales success through a deeper understanding around the importance and value of continually reaching out to potential new clients
- Successfully conduct targeted pre-conversation research, producing relevant business ideas that pique prospects' interest
- Capture the prospect's attention by emphasizing the potential benefit of continuing the conversation
- Handle prospect objections related to lack of time or interest
- Qualify prospect opportunities to ensure they have potential and are the right fit for the organization to avoid wasting valuable time and effort
- Engage in a collaborative Discovery Dialogue that builds deeper understanding through the use of emotional intelligence
- Leveraging the programs skills and concepts to leave effective voicemail messages, increasing the likelihood of a return call

How Learning Takes Place

High Performance Prospecting provides a comprehensive process for improving your team's prospecting approach, resulting in increased sales conversions. The program ensures that participants develop a foundation to master the skills and concepts presented, by using a variety of interactive training methods consistent with proven adult learning methodologies:

- Pre-work assignment to set the stage for a successful learning experience
- Targeted readings and written exercises to acquire key concepts and skills
- Small and large group exercises to practiced and implement new concepts and skills
- Large and small group discussions to share experiences and ideas that will help strengthen understanding and develop consistent best practices
- Applications exercises to apply the skills learned in the workshop to realistic scenarios for immediate application to challenging sales situations
- Video and audio examples that illustrate ideal skill use in realistic sales situations
- Practice exercises, including case studies and role plays, which allows participants to practice and evaluate their skill use in every day challenging, but typical, sales interactions