



## Prospecting Strategies: Building a Qualified Pipeline Training Seminar

### Who Should Attend:

The target audience for this training seminar is call center sales professionals, external field representative sales professionals, business development managers, sales managers, account managers, insurance and any business professionals seeking to effectively design a pipeline of prospective customers.

### Objectives:

At the end of this training seminar participants will be able to:

- Design a reliable lead standard to maximize your time
- Establish a sound relationship and credibility with key decision-makers
- Understand the technique: “*Qualifying In vs. Qualifying Out*”
- Manipulate interviewing techniques to drill thru to customer needs and priorities
- Know when to walk away
- Understand how to avoid chasing after unqualified leads
- Develop account size by incrementally adding more value to the customer
- Use better prospecting strategies to close faster and more frequently
- Employ innovative motivation techniques to conquer prospecting trepidations

### Content:

#### **Effective Prospecting in a Sales Environment**

- The art of prospecting and having a qualified pipeline
- The main challenges with prospecting
- Understanding the purpose of prospecting and where its most important in the scheme of things in a sales environment
- **DIALS** technique

#### **Time calculation of prospecting activities**

- How much time allocated per day per week for the prospecting task
- Designing a prospecting score card

#### **Typical features of a great customer and the various sources for good leads**

- Design a “great” customer profile
- Categorize Customer profile using market segmentation strategies
- Identifying sources for potential leads

### **Market Trends and Customer Research**

- Developing clear aims and a script for prospecting calls
- Identifying best practices for conducting customer-centered research
- Using at least 3 means for gathering market and customer information

### **Developing a Customer-centered Message and engaging the right contact**

- Determine different roles and levels of customers within an organization
- Finding access to different roles and levels
- Basic Telephone Prospecting model
- Beginning a prospecting call

### **How to qualify prospects**

- Techniques to link your offering to the prospect’s needs
- Using probing question/ interview techniques to qualify prospects
- Applying the “qualifying in” vs. “qualifying out” concept
- How to deal with the unwillingness to commit

### **Customer Relationship Management (CRM)**

- Developing your network to identify new business and to expand old business
- Using various techniques for external/internal networking
- Requesting referral contacts