

# Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

## Prospecting For Leads Like A Pro

### Course Overview

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 workshop, delegates 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. Delegates will also build their personal prospecting plan and learn how to ensure their future by planting seeds daily.

### Course Objectives

At the end of this one-day workshop, delegates will learn how to:

- Understand the importance of expanding their client base through effective prospecting.
- Use a prospecting system to make them more successful.
- 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.

### Prerequisite

There are no prerequisites.

### Target

Any person who is part of the business development team. This can be anybody from an administrator through to salespeople through to managers.

### Duration

- 1 Day



## Course Outline

### Targeting Your Market

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

### The Prospect Dashboard

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

### Setting Goals

During this session, delegates will learn how to set goals with SPIRIT to make their dreams a reality.

### Why is Prospecting Important?

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

### Networking

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

### Public Speaking

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

### Trade Shows

Next, delegates 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 business: regaining inactive or lost clients.

### Warming Up Cold Calls

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

### The 80/20 Rule

Next, delegates 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, delegates are given 21 ideas for a successful career in sales and ten questions they can ask themselves about each prospect.