



1. Sales Prospecting in the 21st Century

- The evolution of sales prospecting
- Blending marketing, sales, and business development
- Redefining your role in creating sales opportunities
- Preparing yourself for prospecting in today's market
- The skills needed for 21st century prospecting

Sales Tool: Prospecting Skills Assessment

3. Preparation for Strategic Prospecting

- Understanding why your customers buy
- Prospecting research and preparation
- Understanding your customer's business
- Determining the value and results you can deliver
- Linking your solutions to your clients goals

Sales Tool: Prospecting Research Template

5. Crafting a Powerful Prospecting Approach

- Exploring prospecting approach strategies
- Leveraging networking and referrals
- Aligning with your customer's stated goals
- Challenging your customer's status quo
- Leveraging the "value hypothesis"

Sales Tool: Prospecting Approach Worksheet

7. Developing Your Own Prospecting Templates

- Mastering the art of the printed letter
- Creating compelling prospecting emails
- Effective use of voicemail messages
- Developing your telephone talking points
- Leveraging other mediums of communication

Sales Tool: Collection of Prospecting Templates

9. Planning and Tracking Your Prospecting Results

- Defining the stages of your prospecting process
- Establishing milestones and key metrics
- Reverse activity planning and goal-setting
- Tracking your conversion rate at each process stage
- Measuring and maximizing velocity through the process

Sales Tool: Prospecting Process Tracking Tool

11. Time & Territory Management for Prospecting

- Establishing your territory goals and objectives
- Planning your territory coverage and activity
- Establishing your prospecting goals and objectives
- Compartmentalizing your work week
- Creating a 30-day prospecting plan

Sales Tool: 30-Day Prospecting Plan Template

2. Strategic vs. Tactical Prospecting

- Moving from tactical to more strategic prospecting
- The five phases of your prospecting process
- Defining your profile of the ideal client
- Using the concept of targeted prospecting
- Developing a revolving list of target accounts

Sales Tool: Profile of the Ideal Client

4. Defining Your Prospecting Strategy

- Acquiring the strategic prospecting mindset
- Who should we be approaching and how?
- Finding the right people within accounts
- Determining the "angle" you'll take with each contact
- Defining what you want your customer to think or do

Sales Tool: Prospecting Strategy Worksheet

6. Leveraging a Multi-Pronged Approach Pattern

- Using multiple communication mediums in your approach
- Creating a multi-pronged approach pattern
- Raising above the "noise" and getting noticed
- Using creative approach mediums in combination
- Tracking progress through the multi-pronged approach

Sales Tool: Multi-Pronged Approach Worksheet

8. Turning Conversations into Sales Opportunities

- Crafting and using diagnostics questions
- Preparing and using "executive access questions"
- Earning your way past gatekeepers and assistants
- Identifying and preparing for first-call objections
- Selling your prospect on a process of mutual discovery

Sales Tool: First-Call Objections Worksheet

10. Growing Your Confidence and Relate-ability

- Developing your personal and professional confidence
- Envisioning and rehearsing success
- Relating to various personality and buying styles
- Building rapport and influence with your prospects
- Becoming your customer's trusted advisor

Sales Tool: Confidence and Relate-ability Plan

12. Responding to Inbound Leads, Inquiries, and RFPs

- Engaging prospects wherever they are at in the process
- Lead nurturing and ongoing business development
- Reshaping your customer's selection and buying process
- Using leads and RFPs to create "real" sales opportunities
- Best practices for responding to formal RFPs

Sales Tool: Best Practices for Responding to Leads and RFPs