

PROSPECTING FOR SUCCESS COURSE OUTLINE: 1 DAY

For all Sales and Business Development team members in generating new sales leads and first meeting appointments.

OBJECTIVES	
<ol style="list-style-type: none"> 1. Create a framework for effective new business development 2. Provide a structure for meaningful telephone selling calls 3. Develop skills to ensure more productive first call outcomes 4. Agree performance indicators to measure ongoing success 	
CONTENT	
<p>SESSION 1: Introduction</p> <ul style="list-style-type: none"> ▪ Introductions ▪ Course objectives ▪ Housekeeping ▪ Overview 	<p>SESSION 4: 'Live' Telephone Sessions</p> <ul style="list-style-type: none"> ▪ 'Live' session for gaining enquiries and orders and making appointments with 1:1 feedback and coaching provided
<p>SESSION 2: Making the Telephone Approach</p> <ul style="list-style-type: none"> ▪ Guidelines for making effective telephone sales calls ▪ Getting organised ▪ What to say and how to say it ▪ Company Positioning Statement ▪ Creating the WIIFM (What's in it for me?) ▪ Strategy for voicemail 	<p>SESSION 5: Summary</p> <ul style="list-style-type: none"> ▪ Summary ▪ Q&A session ▪ Action planning ▪ Evaluation
<p>SESSION 3: Gaining Commitment</p> <ul style="list-style-type: none"> ▪ Questioning and listening skills ▪ Handling objections including price ▪ Influencing with the voice ▪ Positive mental attitude to the telephone ▪ Closing to next steps 	

Pre-course Activities:

- Prepare a list of 75 business prospects to telephone – both first and surnames, job title and telephone number
- Take a current diary to the session
- Discuss your objectives and agree negotiation parameters for the session with your Sales Manager

**TO BOOK A PLACE ON THIS COURSE OR FOR FURTHER INFORMATION,
PLEASE CALL THE HJS PEOPLE TEAM ON 02380 234222.**

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