

## PROGRESSIVE PROSPECTING

1 1/2 DAY PROGRAM

### Key Traits of Successful Sales Consultants

#### Utilizing a Systematic & Strategic Prospecting Plan

- ★ Implementing a prospecting system and strategy that is both enjoyable and productive.
- ★ Creating as opposed to simply reacting to sales opportunities.
- ★ Establishing weekly prospecting activity levels based on goals and performance ratios.
- ★ Understanding how to manage and advance sales opportunities effectively.
- ★ Prioritizing prospects based on potential.
- ★ Becoming CEO to your own success.

#### Getting the Appointment & Using an Exit Strategy

- ★ Three proven communication techniques to generate sales and create interest.
- ★ Easy methods for securing appointments ~ the first step in acquiring new clients.
- ★ Developing a professional "exit strategy" designed to set the stage for future contacts and sales.
- ★ Methods to respect and involve the Gatekeeper to obtain their support.
- ★ Informing and educating clients to build rapport and gain trust.
- ★ The critical sales discussions every account representative should know to be successful.

#### Addressing Objections, Questions & Concerns

- ★ Implementing a 3-step process to successfully advance sales discussions.
- ★ Incorporating proven methods to lower client resistance and build professional partnerships.
- ★ Effective methods of addressing top objections to either secure an appointment or sale.

#### Module 1:

- ◆ Utilizing a System & Strategy to Increase Sales
- ◆ Prioritizing Prospecting Efforts
- ◆ The MAX Sales Model
- ◆ What Businesses Buy

#### Module 2:

- ◆ Goals of Prospecting
- ◆ The Sales Funnel
- ◆ Developing a Strategic Prospecting System
- ◆ Prioritizing Prospects Based on Potential

#### Module 3:

- ◆ Persuasive Communication
- ◆ Setting Appointments
- ◆ Selling Special Products
- ◆ Involving the Gatekeeper

#### Module 4:

- ◆ Professional Exit Strategy
- ◆ Establishing Prospecting Plan
- ◆ Why Your Product/s

#### Module 5:

- ◆ Lowering Resistance
- ◆ Addressing Top Objections

#### Materials Provided:

- ☆ 50-page customized training workbook
- Numerous customized handouts & self-study guides
- ☆ Materials reproducible with blanks for group facilitation
- ☆ Video and audio for new employee onboarding
- ☆ Self-study questions
- ☆ Review exercises with facilitator instructions and complete materials to conduct sessions
- ☆ Ongoing consultation as needed for effective implementation

