

Legendary Prospecting™

Description

Legendary Prospecting teaches salespeople how to generate incremental business by finding the right customer and then contacting them in a manner that inspires that customer to speak with a sales team member.

Who Should Attend?

Because we make great salespeople great prospectors, attendees should include anyone who is actively engaged in finding and communicating with potential customers:

Vice Presidents of Sales

Directors of Sales

Sales Managers

Business Development Managers

Regional Managers

Account Managers

Sales Representatives

Inside/Outside Sales Teams

Field Sales Representatives

Counter Sales Representatives

Learning Objectives

In this truly interactive workshop, attendees will learn to:

- Search the Internet and identify potential contacts
- Create effective e-mail communications
- Identify the do's and don'ts of e-mail prospecting
- Using sensory language when leaving voicemails
- Use the power of the telephone in tandem with the Internet

Why Train Your People How to Prospect?

Making sales calls is much different than finding new clients, let alone finding the right client for your business. You have to find the right person to speak with before the sales process even begins.

Signature's **Legendary Prospecting** training encourages business development as a continuous, active process. In this half-day or one-day session, attendees will learn to create the right message and then put it to use with on-the-spot prospecting.

This "live fire" session allows participants to learn and do with the expectation that real prospects will reply to their sales team members. One director of sales and marketing is already expecting big results:

"If all goes as planned and I land this account, that one e-mail will have generated 2,920 room nights."

With clear prospecting guidelines and enhanced communication skills, sales team members will generate new business and gain greater penetration with existing clients.

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