

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, you will become skilled at prospecting and learn the 80/20 rule. You will learn how to target prospects, and the importance of committing to prospecting every day through warming up cold calls, following up on leads, or networking. You will also build your personal prospecting plan and learn how to ensure your future by planting seeds daily.

## **COURSE CONTENT**

### **Session 1: Course Overview**

- Learning Objectives
- Pre-Assignment

### **Session 2: Pre-Assignment Review**

### **Session 3: Setting Goals**

- Setting Goals
- SMART Goals

### **Session 4: Why is Prospecting Important?**

- A Little Knowledge Brings Big Benefits!
- Are You Experienced?

### **Session 5: Prospecting**

- Make it a Priority
- Identify Your Ideal Prospect
- Choose Prospecting Methods
- Cold Calling
- Direct Mail
- Social Networking
- Search Engine Marketing
- Email Marketing
- Display Advertising
- Networking
- Trade Shows
- Blogs
- Webinars
- Engaging Video
- Make it a Habit

### **Session 6: Targeting Your Market**

- Eight Ways to Target Your Market
- My Target Market

### **Session 7: The Prospect Dashboard**

- Prospect Dashboard Basics
- Q & A
- My Prospect Dashboard
- Planning with the Prospect Dashboard
- The Purchasing Cycle

### **Session 8: Public Speaking**

### **Session 9: Create Customers**

- The Pipeline
- Develop Loyal Customers

### **Session 10: Warming Up Cold Calls**

### **Session 11: Regaining Lost Accounts**

### **Session 12: It's Not Just a Numbers Game**

- The 80/20 Rule

### **Session 13: Follow Up and Tracking**

- Follow Up Communication
- Track Activity

### **Session 14: Going Above and Beyond**

### **Session 15: Avoid Common Lead Generation Mistakes**