

THE IN-HOUSE TRAINING COMPANY

Smart Sales Prospecting

Learn skills and techniques for lead generation via a range of methods

Overview

As technology continues to develop and increasingly interact with our daily lives, so must our sales techniques to ensure we're leveraging advances in how people do business to our advantage. It is essential for all salespeople to understand how to navigate the various tools at our disposal and grow their skills and confidence to put them into action in order to build a solid business pipeline.

We have developed this programme to be practical, fun and interactive, whilst ensuring that participants will learn how to utilise new technology to their advantage, self-generate new business leads and opportunities, gain additional business and referrals from existing contacts, and save time and effort using proven business development skills.

Workshop objectives

This course will help participants:

- Understand the "organized persistence" model of sales prospecting
- Develop skills in using video, online and social media to generate interest
- Understand how to write effective sales and outreach emails and using online tools
- Develop techniques for effectively managing telephone appointments
- Learn ways to use LinkedIn for connecting with customers and prospects
- Develop networking skills and learn how to source and develop referrals and professional introductions

Who should attend?

This practical and interactive course is aimed at experienced sales professionals who are looking to develop their skills and learn new techniques.

Course format

A practical and engaging one-day session for a maximum group size of 12. There are lots of different activities throughout the day where participants will have the opportunity to put learning into practice.

Special features

The majority of the training we deliver is either tailored or completely bespoke. This workshop can therefore be delivered entirely as advertised, or it can be tailored to your particular requirements, or we can simply take it as a starting point for a conversation with you before we draft a completely bespoke programme for you – the choice is yours.

Expert trainer

Graham specialises in providing high-quality consultancy, coaching and training in sales and business development, sales management, customer service and personal productivity. Over the last twenty years he has personally trained or coached over 30,000 business professionals. He is a member of the International Institute of Coaching and a qualified NLP Master Trainer.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others.

Some of the most popular areas in which he supports his clients are:

- Better business writing skills, including reports, bid writing, and technical manuals
- Value-added and consultative selling
- Presentation skills for managers and professionals
- Managing challenging client conversations / assertiveness
- Customer service skills
- Key account management
- Commercial negotiation skills and commercial awareness
- Time management (based on his book, *Working Smarter*)
- Sales prospecting and appointment making
- Management and leadership skills – coaching, team building, leadership style

Graham has written over twenty books, published in several different countries, including *Working Smarter*, *Companies don't succeed – people do!*, *Customer Relationship Management*, *Sales Training Games*, *90 Brain-teasers for Trainers*, and *Telephone Tactics*.

Known internationally as both a trainer/coach and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from programme participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.'

'Full of useful hints and tips which I will apply to my job.'

‘Extremely well presented and structured’

‘A very intensive course and a lot of concrete tools provided.’

‘Very good... contained everything we do on a regular basis and problems we have come across... the exercises made it very interesting too.’

Workshop outline

1 Key principles of smart sales prospecting

- Set your sales prospecting goals and objectives
- Elevator pitch, core messages and your value proposition
- Targeting and segmenting your market
- Organised persistence with CRM

2 Advanced online marketing tools

- Video email messaging and video marketing – how it works
- WhatsApp and social media channels, including YouTube
- Using sales materials and tools effectively
- Researching and following companies on LinkedIn

3 Email writing and outreach

- Using AIDA and other templates for sales emails
- Using personalized video emails to create interest
- Vertical targeting emails, with examples
- Building awareness with an email chain

4 Appointments by telephone

- Creating a call prompt sheet:
 - Opening a call and taking control
 - Giving a reason to meet
 - Key questions to ask
- Voice tone, power words, phrasing

5 LinkedIn as a marketing tool

- Why LinkedIn matters and how to use
- Six essentials for a positive profile
- Connecting with new contacts and messaging existing connections

6 Networking, exhibitions and gaining referrals

- Building on existing contacts for referrals
- The role of networking; professional introducers
- Working an exhibition stand or event

Any questions?

Please just give us a call on **01582 463463** – we're here to help!
Or visit www.theinhousetrainingcompany.com