



### ***Objectives of this course***

1. Teach the skills needed to set more appointments with qualified buyers.
2. Introduce methods to identify and locate senior level Decision-Makers.
3. Present new techniques for lowering resistance and overcoming objections.
4. Provide tools to manage leads properly and convert them into customers.

### ***Target audience***

Sales Representatives and Account Executives of all skill levels.

### ***Course content***

#### ***Module 1 – Qualifying the Opportunity***

- Determine who has the “real” power in the prospect’s organization.
- Locating the “five doors” at each customer site that will have you meeting the ultimate decision-maker.
- Clarifying the prospect’s time frames and deadlines in order to be “in the right place at the right time.”
- Finding the money. (Learning the prospect’s true budget, expenses and costs.)
- Setting the criteria to identify your target prospects.
- Using technology like the Internet to research your prospects.
- Referrals – the ultimate lead source. (The right and wrong way to ask for them.)
- Creating a list of sources for your best selling opportunities.

#### ***Module 2 – Creating Interest***

- Creating a “hook” that will generate interest in your offer.
- Sample introduction letters, faxes and emails that will have prospects calling you back.
- Ways to build trust up front and establish your credibility.
- Tips for building strong personal relationships with prospects even before you meet with them.
- How to create powerful voice mail and other messages that generate callbacks.
- Setting objectives for each contact with a prospect.
- A simple method to following up prospects before and after your first appointment.
- Methods for getting decision-makers and influencers on the phone.

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*Module 3 – Managing Screens and Gatekeepers*

- Techniques for building relationships with gatekeepers and using them to your advantage.
- Skills for handling their resistance and overcoming their objections.
- Break through ideas on how to get past gatekeepers and other screens like voice mail to get to the decision-maker you want to talk with.
- Tips on getting the decision-maker's direct extension and email address in order to contact them directly.
- How to use voice mail to schedule appointments with decision-makers you can't get on the phone or never speak with.
- How to work a company's phone system to locate senior level executives and other important people in your sales cycle.

*Module 4 – Your Call Campaign*

- Sample scripts to use with decision-makers, receptionists, secretaries and other people you will be speaking with while prospecting.
- The structure of typical prospecting calls.
- The importance of the first 8 – 10 seconds of the call.
- How to catch and hold the decision-maker's attention in the first 8 – 10 seconds of the call.
- Skills for handling resistance and overcoming objections.
- Tips for reducing their resistance and the number of objections.
- The right and wrong way to "close for the appointment."
- How to eliminate the chance of the prospect saying "no."

*Format:*

- Lecture, open discussion and group exercises (Highly interactive)
- Case Study examples
- Individual exercises
- Role Playing

**Preferred class size:** Minimum of 8; Maximum of 20 per session

**Duration:** 1 to 2 days

**Price:** Available on request