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.

Continued on page 2.

Content continued

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