

Prospecting and Lead Generation

“Keep your sales pipeline full by prospecting continuously. Always have more people to see than you have time to see them.” Brian Tracy

Effective selling starts well before a sales rep makes the first call. Prospecting and lead generation is the method of making links which may lead to a sale or other promising result. Keeping the pipeline full ensures that you will continue to attract new business. The ability to prospect confidently and successfully is thus paramount in ensuring you generate high quality leads to feed to sales.

Our Prospecting and Lead Generation workshop is designed to help participants begin to see how important it is to develop a core set of sales skills. By managing and looking at the way people interact and seeing things in a new light, participants will improve on almost every aspect of their sales strategy.



Course Objectives and Content

KEY LEARNING OBJECTIVES

1. Recognise how to identify and target prospects.
2. Implement both traditional and new marketing methods.
3. Understand the importance of committing to prospecting every day.
4. Build a personal prospecting plan and learn how to ensure the future by making adjustments as needed.

WHO IS THIS FOR?

This course is suited for sales teams and can be adopted across all levels in any organisation!

COURSE CONTENT

1. Prospecting; make it a priority, identify your ideal prospect, choose prospecting methods, make it a habit.
2. Traditional marketing methods; cold calling, direct mail, trade shows, networking.
3. New marketing methods; social networking, search engine marketing, email marketing, display advertising.
4. Generation of new leads; become a brand, webinars, blogs, engaging video.
5. Avoid common lead generation mistakes; limiting channels, failure to provide value and content, failure to try.
6. Educate prospects; content creation, stand out from the competition, fill customer needs, always deliver on promises.
7. The pipeline; contact, meet, propose, close.
8. Follow up communication; know your leads, move quickly, know how to respond, set future meetings.
9. Track activity; use appropriate tools, record information about leads, assess ROL.
10. Create customers; relationships, genuine interest, professionalism, reliability and integrity.

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