



## **Prospecting To The Top Workshop™**

The Prospecting To The Top Workshop™ improves prospecting effectiveness. This workshop will provide a proven prospecting process. By practicing and implementing the strategies provided, there will be significant improvements in the rate of converting prospecting contacts into sales appointments scheduled with business owners and key Decision-Makers.

### **Learning Objectives**

Participants will learn to:

- Identify what motivates prospects to grant appointments.
- Describe the behavior of top sales professionals compared to typical sales people.
- Develop an Impactful Value Proposition.
- Implement the three most effective strategies for gaining new appointments: The Refer-Down, The Refer-In, and The “7-Touch” Methodology.
- Discuss strategies for working with “Gatekeepers”.
- Develop, practice, and implement prospecting scripts that will warrant the attention of Decision-Makers.
- Create scripts for Prospect’s Indifference.

### **Performance Competencies**

The Learning Objectives outlined above are designed to enable participants to perform the Competencies listed below:

- Conduct Business Impact Conversations with current customers that will achieve multiple functions.
- Perform prospecting calls utilizing an Impactful Value Proposition
- Implement an Appointment Setting Campaign.
- Ability to apply strategies in territory.

### **Payoff**

As a result of participating, learning and implementing the concepts taught in the Prospecting To The Top Workshop™, sales people become more effective with their prospecting efforts. There will be significant increases in new appointments with key Decision-Makers.

***“WE HELP COMPANIES INCREASE NEW BUSINESS SALES!”***