Strategic sales prospecting

Overview
Whatever your business, the first part of the sales process is the hardest – finding new customers and contacts. It is the activity that most people dislike, keep putting off or feel that they lack the necessary skills, time or motivation to carry out to a sufficient level of activity. This course will solve this problem by introducing you to ‘Organised Persistence’, a proven methodology for achieving and sustaining new business sales in a B2B environment.

The ‘Organised Persistence’ methodology
There are ten key elements to the ‘Organised Persistence’ approach:
1. Mindset
2. Setting clear, written, sales-gain objectives
3. High-impact messages and advanced prospecting skills
4. Prospecting and sourcing methods
5. Creating a WIT activity plan and daily prospecting routine
6. Reporting and sales tracking
7. Regular reviews and coaching
8. First meeting / sales pitch planning
9. Sharpening your pricing, proposals and pitch
10. Call-back closing techniques

Developed by Graham Roberts-Phelps and based on years of experience and extensive research with hundreds of different businesses and thousands of sales people, ‘Organised Persistence’ is a proven methodology for achieving and sustaining new business in any B2B environment.

Seven key training objectives
This course will help you:
1. Increase new business sales – faster, easier and with less stress
2. Consistently and pro-actively find and convert new sales opportunities
3. Improved conversion of sales leads into qualified prospects and orders
4. Maximise up-selling and cross-selling opportunities with existing clients
5. Master proven and low-cost prospecting methods that get great results
6. More accurate sales forecasts and reporting
7. Stop wasting money on ineffective marketing activities

Audience
Anyone involved in B2B sales.

Format
A highly interactive two-day course involving practical exercises, role play, case studies and, if possible, specific examples from your company (see pre-course assignments, below).

Special feature
‘Strategic sales prospecting’ is a two-day course.

Alternatively, the trainer can run it for you as a managed support programme that works with you to deliver new business and clients. The trainer would agree and define very specific sales-gain objectives and, using the WIT model, would then create clear activity plans to help you achieve those objectives. The next step would be to train, coach and support all relevant staff in the unique ‘Organised Persistence’ methods and processes, plus advanced prospecting skills as needed – whether this involves written, telephone or face-to-face skills. The trainer would give you whatever support is needed to achieve your sales objectives.

Depending on your new business ambitions, our trainer’s involvement would last around six months and would entail regular review and coaching sessions, with daily or weekly face-to-face, email and
telephone support. But we only become an extension to your sales and marketing activities, not a replacement for them. This is not a software system or an outsourced service: we work with your existing staff, systems and approach, building on what you already have.

The expert trainer / consultant
Graham specialises in providing high-quality consultancy, coaching and training in sales, sales management, customer service and personal productivity. He has a long career in sales and was a top-performing IT and solutions sales professional and sales manager. His most recent full-time role was as Managing Director of Sales Productivity and Development for Thomson Financial, helping develop a large European sales force.

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. In addition he has written over twenty books, published in several different countries, including Companies don’t succeed – people do!, 90 Brain Teasers for Trainers, Customer Service Games for Training, Sales Training Games, Telephone Tactics and Working Smarter.

Known internationally as both a trainer 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 course 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.’
‘ Useful data, tools and insights; engaging and interesting as always.’
‘ Very good… contained everything we do on a regular basis and problems we have come across… the exercises made it very interesting too.’

Course outline

Pre-course assignments
Participants are requested to complete the following prior to the course:

- List of three target accounts for new business, with examples of prospecting emails and new business proposals
- List of three current major opportunities to close in next 90 days
- Pre-course questionnaire with learning objectives and prospecting metrics analysis

1 Introduction – getting into the right mindset for new business prospecting

- Review of course objectives, personal learning objectives and pre-course questionnaires
- How much brand new business is out there and how do we find it now?
- How much potential new business is there in our existing customers and contacts?
- What are the blocks to winning more new business?
- Getting a winning attitude to prospecting the ‘organised persistence’ way

2 Set clear, written, sales-gain objectives

- The Organised Persistence model – how and why it works
- The importance of personal and sales goal setting as a way of driving personal activity and new business focus
- The Organised Persistence goal-setting toolkit for both new and existing customers
3 Create a WIT activity plan and daily prospecting routine
   • How to turn new your new business goals into ‘Whatever It Takes’ action plans
   • Making time in your daily and weekly routine; prioritisation of prospecting
   • Using ‘time-slicing’ to share activity between different types of prospecting activities

4 Prospecting and sourcing methods
   • How to structure and deliver different types of new business prospecting calls: cold, warm and
     appointment making, with planning sessions and skill practice
   • Organised persistence prompt sheets, tips and tricks: Getting past gatekeepers, dealing with
     put-off’s and objections

5 High impact messages and advanced prospecting skills
   • This session looks at more advanced skills – developing business over the telephone from
     existing contacts and customers, again with planning and skill practice
   • Case-study: Getting access and appointments with Senior decision makers, stakeholders and
     policy makers

6 Reporting and sales tracking
   • This session looks at more detailed Organised Persistence tools, applied to participants target
     accounts and:
     - MATCH qualification worksheet
     - Relationships matrix and advocate building
     - Opportunities matrix for existing accounts
     - Account Dashboard
     - Opportunities radar (Pipeline visual planner)

7 LinkedIn – the secret weapon in your armoury
   • This is an online demonstration of how to use LinkedIn as a central part of your new business
     activities. If there is an Internet connection, participants will work online with their own
     LinkedIn Profile to apply the learning points real-time. This includes:
     - Rules and etiquette of LinkedIn and advanced navigation
     - Using groups to find, build and maintain contacts
     - How to write a business-winning personal profile
     - Advanced search and functions
     - Integrating with Outlook or Salesforce

8 First meeting / sales pitch planning
   • How best to structure a first meeting with a new contact, using the 4 Cs and a few well proven
     advanced techniques

9 Sharpen your pricing, proposals and pitch
   • Review of current proposals and written materials used as part of a new business process.
     Group exercises with input from trainer

10 Course summary and learning points
    • Review of main learning points
    • Individual action plans
    • Presentation of new business goals

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