



Performance Improvement International



High Touch Prospecting

An intense workshop on techniques to identify, approach new prospects and convert cold leads into warm opportunities

This program is designed for

- Sales professionals
- Business development managers
- Account managers
- Professional fundraisers
- Internal call centre representatives
- External field representatives
- Fundraisers

You will learn to:

- Overcome fear and call reluctance
- Create powerful value propositions
- How to gain insider knowledge on your prospects
- How to use the telephone to gain appointments with key decision makers
- Techniques to overcome objections
- Questioning techniques to pinpoint buyers needs



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Program can be customised for a key note,
half day or 1.5 day workshop





Module 1: **Overcoming fear & call reluctance**

- Creating a selling philosophy
- The causes of fear
- Your self esteem
- Preparing a solid foundation

Module 2: **Setting goals**

- Developing a prospecting strategy
- Determining what you want to happen
- Preparing action plans
- Establishing priorities

Module 3: **Creating powerful value propositions**

- Understanding your target market
- Focusing on outcomes
- Working from the buyers world
- Creating multiple value proposition

Module 4: **Obtaining insider information**

- Working from the inside out
- Researching with social networking
- 7 best research tools
- How to conduct internet research

Module 5: **Locating prospects**

- 10 best prospect sources
- Utilising your network
- Creating a prospect qualifying system

Module 6: **The telephone touch**

- Selecting the right need
- Developing your initial contact program
- Anatomy of successful scripts
- Getting appointments with high potential prospects

Module 7: **Questioning and paraphrasing**

- Paraphrasing techniques
- Probing for needs
- Using open and close questions to pinpoint needs
- Effective listening & framing skills

Module 8: **Getting past gatekeepers**

- Recognising the most common types of gatekeepers
- Working effectively with assistants
- Using voice mail
- Creating alternative strategies when your blocked

Module 9: **Dealing with resistance**

- Overcoming the most frequent objections
- How to turn around an objection
- Re-entry strategy

Module 10: **Developing your unique approach**

- Sharpening your skills
- How to leverage your skills
- Tracking your progress
- Making it work