



## Sales Prospecting Master Class

### Overview

The sales profession is struggling with a serious problem – More than half of all sales reps don't meet their quota, which leaves sales managers frustrated and sales reps earning far less than their potential.

Sales professionals use a variety of excuses as to why they don't succeed, but most selling deficiencies can be blamed on one thing: prospecting. This may come as a surprise, but prospecting is the number-one deficiency among salespeople and sales departments. The typical sales rep, regardless of industry, suffers from chronically underdeveloped pipelines. If you want to improve the performance of your sales team, focus on prospecting methods and prospecting discipline.

Prospecting is the lifeblood of the entire selling process, but it is harder to do than at any other time in history. There are four reasons: 1. Prospects are busier than ever, making them distracted and difficult to reach; 2. Products and services are too often viewed as commodities; 3. Salespeople all sound and act the same. Too many of us utter the same meaningless jargon and gimmicky sales lines; and 4. Prospects have access to unprecedented information about products and services, but despite being highly informed, they are often not accurately informed.

The combination of these four challenges has turned prospects into price-sensitive buyers who are hesitant to engage with salespeople.

This master class will give sales professionals a step-by-step guide to prospecting as well as actual language you can use to engage prospective clients as soon as you return to your office. You will learn how to define and find your ideal prospects, develop sales language that allows you to confidently engage cold prospects, and leverage email/voicemail to your advantage. Most importantly, this master class will help you develop a prospecting mindset that allows you to overcome call reluctance and sell more confidently!

Prospecting is not just something sales professionals do to fill their pipelines. Prospecting is a mindset, and for the most successful sales pros, it's a way of life. This class will help you embrace prospecting and overcome the crisis of empty pipelines!

## Who Should Attend

- Executives
- Business owners
- Sales professionals
- Senior managers
- Anyone interested in a deeper understanding of the sales process

## Master Class Agenda

1. Why Prospecting Has Become a Lost Art
  - a. Under developed pipelines
  - b. False promises of social selling
  - c. Commoditization and price-sensitive buyers
2. Prospects' Mindset
  - a. Perpetual prospecting
  - b. Prospecting discipline
  - c. Obsession with prospect value
  - d. Avoiding feature and benefit discussions
  - e. Building trust
  - f. Gaining commitments
3. Targeting – Finding Out Who Your Prospects Really Are
  - a. The unique problems you solve
  - b. Commonalities of your clients
  - c. Your unique industry positions
  - d. Reasons cold prospects might be attracted to you
  - e. List management
4. Prospecting Mechanics
  - a. Research
  - b. Time blocking
  - c. Maximizing CRM software
  - d. Social selling
  - e. Email prospecting
  - f. Phone prospecting
  - g. Voicemail prospecting
  - h. Leveraging other people's content
  - i. Gifting
5. Situational Prospecting
  - a. Using testimonials and referrals
  - b. Prospecting in large companies
  - c. Getting past gatekeepers
  - d. Selling to senior executives
6. Developing Your Personalized Prospecting Plan
  - a. How to grab your prospects' attention quickly

- b. How to establish value immediately
  - c. How to get them to disclose proprietary information
  - d. Steps for gaining commitments
  - e. Social prospecting strategy
  - f. Email prospecting strategy
  - g. Telephone prospecting strategy
  - h. Voicemail prospecting strategy
  - i. Live prospecting encounters (face-to-face)
7. Conclusion & Wrap-Up

### **Key Learning Objectives**

- How to plan and prioritize your prospecting efforts to increase sales volume and maximize revenue per sale
- Develop a confident mindset that turns you into a proactive prospector who can overcome call reluctance
- Define your ideal prospects and determine the best place/way to find them
- How to quickly capture prospects' attention so they actually listen to your message
- Develop selling language that allows you to confidently engage new prospects and gain commitments needed to advance the relationship
- How to seamlessly integrate social selling with traditional prospecting methods
- Employ email, telephone and voicemail language related to your offerings that resonates with your prospects
- Create valuable relationships with gatekeepers and turn them from obstacles to allies
- Most importantly, you will learn how to fill your pipeline and exceed targeted sales goals!

### **Training Methodology**

Rather than rely on dry lectures, the material is presented in an entertaining and high-energy manner. The course is interactive, with lots of hands-on exercises enabling participants to practice and apply what they have learned to real-life challenges.

### **Facilitator Profile**

Jeff Beals is focused on helping companies find qualified customers, close business deals and ultimately make more money. He is an international award-winning author, keynote speaker, newspaper columnist and sales strategist.

As a sales consultant and trainer, he has worked with companies of virtually every industry and of all sizes – from small local firms to multi-national, *Fortune 500* conglomerates.

An active member of the Global Speakers Federation, he delivers nearly a hundred keynote speeches, workshops and webinars to diverse audiences worldwide each year. As a consultant, Jeff helps companies streamline their sales processes and coaches their employees to sell more effectively.

More than 350 of Jeff's sales-and-marketing articles have appeared in international publications or websites. He writes the bi-weekly "Sales Shape Up" which has more than 14,000 subscribers. He has been a regular columnist for two major U.S. publications in Omaha, Nebraska and Kansas City, Missouri.

Jeff is co-host of an award-winning radio talk-show on a Fox News affiliate that covers business and real estate topics. In 2009, he served as host of a weekly television show on an NBC affiliate.

When he's not speaking, writing or consulting, Jeff serves as executive vice president of sales and marketing at NAI NP Dodge, the commercial real estate division of NP Dodge, the longest-running estate company in the United States (founded in 1855).

A frequent media guest, Jeff has been featured in *Investors Business Daily*, *USA Today*, *Men's Health*, *Chicago Tribune* and *New York Times* and on more than 70 television and radio stations around the world.

Jeff's first book, *Self Marketing Power: Branding Yourself as a Business of One*, has won four major awards including the Bill Fisher Award for Best First Book (Ben Franklin Awards); Foreword magazine's Career Book of the Year, Silver Medal; National Indie Excellence Awards, Finalist; and USA Book News, First-Place Award for the business category. His second book, *Selling Saturdays*, won a second place in the business category in the Next Generation Indies Awards.

Jeff holds a Master of Arts (M.A.) degree in Political Science and a Bachelor of Journalism (B.J.) degree in News-Editorial, both from the University of Nebraska-Lincoln. Earlier in his career, he served as an adjunct faculty member at the University of Nebraska at Omaha's College of Business Administration, where he taught real estate sales and leasing.