



Legendary Prospecting™

Why Train Your People How to Prospect?

Making sales calls is much different than finding new clients, let alone finding the right client for your business. You have to find the right person to speak with before the sales process even begins.

Signature Worldwide's **Legendary Prospecting™** training encourages business development as a continuous, active process. In this half-day or one-day session, attendees will learn to create the right message and then put it to use with on-the-spot prospecting.

This "live fire" session allows participants to learn and do with the expectation that real prospects will reply to their sales team members. One director of sales and marketing is already expecting big results:

"I have been trying, unsuccessfully, to get this contact to respond to me for three months. After crafting an email the right way, he responded to me within 10 minutes of receiving it!"

With clear prospecting guidelines and enhanced communication skills, sales team members will generate new business and gain greater penetration with existing clients. As participants of **Legendary Prospecting**, you will learn where to look, what to gather and how much time should be spent in advance. Your new skills will guide you to prospect via the phone and email by the use of compelling language to create interest; to identify the pros and cons of telephone vs. email prospecting; and to enhance the details that make a difference in response rates. Our personalized training will also enhance the creation of your elevator story, using perceptive language to generate interest in your voicemails.

Description

Legendary Prospecting teaches salespeople how to generate incremental business by finding the right customer and then contacting them in a manner that inspires that customer to speak with a sales team member. Even people who hate to make cold calls will find their comfort zone.

Who Should Attend?

Because we make great salespeople great prospectors, attendees should include anyone who is actively engaged in finding and communicating with potential customers:

- Vice Presidents of Sales
- Directors of Sales
- Sales Managers
- Business Development Managers
- Regional Managers
- Account Managers
- Sales Representatives
- Inside/Outside Sales Teams
- Field Sales Representatives
- Counter Sales Representatives

Program Outcomes

- Incorporate best practices into email solicitations
- Ability to actively prospect during the event, generate leads and establish a follow-up action plan
- Create effective "elevator stories" that quickly describe who you are, what you do and the results they get
- Establish weekly prospecting plan that incorporates email and telephone prospecting with follow-up strategies.

Web Classrooms Also Available

Signature Worldwide also offers **Legendary Prospecting** as a web classroom program.

Contact **(800) 398-0518** for additional information.

