

Legendary Prospecting™

Phone – Email – Social

Prospect – verb /'prä,spekt/ – to search for mineral deposits in a place, especially by means of experimental drilling and excavation. "the company is also prospecting for gold"
synonyms: search, look, explore, survey, scout, hunt, reconnoiter, examine, inspect

Making sales calls is much different than finding new clients, let alone finding the right client for your business, your revenue gold. 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. This course focuses on three specific topics around prospecting – telephone, email and social. Attendees will learn to create the right message and then put it to use with real-time on-the-spot prospecting.

These "live fire" sessions allow 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. Participants of Legendary Prospecting learn where to look, what to gather, and how much time should be spent in advance. These new skills will guide attendees to prospect via the phone, email, or through social networks using proven methods of engagement.

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.

Legendary Prospecting – Phone

Participants will learn to:

- Identify why and when telephone prospecting may be the best tool
- Create an effective elevator story that clearly communicates your value
- Leave voicemails using interest building statements to get your phone calls returned
- Practice live in class
- Make phone prospecting a daily habit

Legendary Prospecting – Email

Participants will learn to:

- Reach the right contact
- Create subject lines that encourage increased open rates
- Get their emails through spam filters
- Craft emails that clearly communicate a mutual benefit for both you and your prospect
- Increase response rates
- Create a library of effective prospecting emails to save time and increase the sales pipeline!

Legendary Prospecting – Social

Participants will learn to:

- Set up a profile on LinkedIn that attracts your targets and differentiate you
- Determine the best way to connect with potential prospects
- Understand the difference between selling and prospecting online
- Identify the best social media site for your market
- Master social media selling etiquette by building virtual relationships
- Create search filters to easily keep up with finding great leads as they appear
- Create online goals and action plans that will make social prospecting a daily habit

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

- Sellers who make prospecting a daily habit
- An increase in your sales pipeline – filled with the right contacts
- A more engaged sales team – success is motivating!
- Higher sales through regular, targeted, successful prospecting



Course Agenda

All participants should come to the course with a minimum of three (3) prospects, (i.e., people they have never reached out to before or people who did business with their company a while ago (2+ years). Participants should also have a LinkedIn account created with a photo uploaded and have sent Signature's instructor a connection request prior to the course delivery.

- **Opening activity / icebreaker**
- **The goal of prospecting and how it is different from sales**
- **How/Where are you prospecting currently?**
- **Adapting your prospecting approach to the current reality**
- **Email prospecting do's and don'ts**
- **How to create a subject line that draws the reader in and gets through spam filters**
- **Email tips to increase response rate**
- **Activity** writing prospecting emails and sending them live during the class
- **What is social media?**
- **The power of LinkedIn and profile tips**
- **Activity** updating LinkedIn profiles, adding targeted summaries, analyzing attendee LinkedIn photos
- **Tips for engaging and building relationships on LinkedIn**
- **Review of other relevant social media sites**
- **Phone prospecting** pros and cons
- **Preparing for the prospecting call**
- **Activity** creating elevator speeches
- **Leaving an effective voicemail**
- **How to make the time to prospect**
- **Wrap-up**