

Sales Prospecting

The ***Kaizen Prospects Skills*** module is a one day interactive course that will give participants the process and knowledge to prospect and cold call new customers.

Throughout this course participants will participate in group discussions and activities that will develop their sales skills generally.

Learning Outcomes

At the end of the ***Kaizen Prospects & Cold Calling Skills*** module you will be able to:

- Appreciate that there is a significant difference between a sales lead and a prospect.
- Understand where sales leads can be generated from.
- Focus on making sure that your sales lead is qualified into a worthy prospect.
- Recognise the importance of what research can do for you during the prospecting phase.
- Understand how to gain your initial appointment and what obstacles may be in the way.
- Know how to work with gate keepers and get to the decision makers quickly.
- Develop tactics to get around the gate keeper if they are not as cooperative as you would expect.
- Know how to use the “Rule of 7” in prospecting and cold calling.
- Understand the aspects of discovery and where you are in the overall sales process.
- Recognise that the pipeline is far longer than just this initial prospecting phase.