

## EFFECTIVE PROSPECTING SALES TRAINING

Generate a [group quote](#) today

Effective Prospecting  
Sales Training  
Course



**COURSE LENGTH: 1.0 DAYS**

Prospecting is a vital skill in the sales process. It is an important skill to develop if your goal is to grow your sales funnel and achieve significant growth in sales. However, the majority of sales people do not devote ample time to this essential sales strategy.

The talent to prospect effectively, proficiently and enjoyably will allow you to encounter prospects that want, need and can pay for your services and products. To enhance your prospecting skills, enroll in PD Training's Effective Prospecting Sales training course. This course assists participants to expand their client base through effective prospecting, to develop and practice networking skills at every opportunity and to gain valuable knowledge and skills in prospecting to enable them to achieve targeted budgets.

This training course is now available in Malaysia and Kuala Lumpur.

This Effective Prospecting Sales training course can be delivered at your premises by one of our expert local or international trainers or live online using our [HIVE](#) technology.

Click on the In-house tab below to generate an instant quote or enroll now into the next public course date.

---

## EFFECTIVE PROSPECTING SALES TRAINING COURSE OUTLINE

---

### FOREWORD

Effective Prospecting Training Course will help you to know who to target and how to target, warm up cold calls, follow up on leads, use networking effectively, conduct trade shows, use public speaking, build your personal prospecting plan, and more.

Professional training in prospecting helps enhance skills and understanding to excel as professionals and businesses.

---

### OUTCOMES

**After completing this course, participants will have learned to:**

- ▶ Expand your client base through effective prospecting
  - ▶ Use a prospecting system to make you more successful
  - ▶ Identify target markets and target companies with the 80/20 rule in mind
  - ▶ Develop and practice networking skills at every opportunity
  - ▶ Develop, refine, and execute the art of cold calling
  - ▶ Target your market
  - ▶ Use the prospect dashboard
  - ▶ Set goals
  - ▶ Understand the importance of prospecting
  - ▶ Use networking
  - ▶ Use public speaking
  - ▶ Conduct trade shows
  - ▶ Regain lost accounts
  - ▶ Warm up cold calls
  - ▶ Use the 80/20 rule
- 

### MODULES

---

#### Lesson 1: Getting Started

- ▶ Icebreaker
- ▶ Workshop Objectives

---

#### Lesson 2: Pre-Assignment Review

- ▶ True/False Questions
- ▶ Multiple Choice Questions
- ▶ Debrief

---

#### Lesson 3: Targeting Your Market

- ▶ Eight Ways to Target Your Market
- ▶ My Target Market

---

#### Lesson 4: The Prospect Dashboard

- ▶ Prospect Dashboard Basics
- ▶ Q & A
- ▶ My Prospect Dashboard
- ▶ Planning with the Prospect Dashboard

---

#### Lesson 5: Setting Goals

- ▶ S.P.I.R.I.T.

---

#### Lesson 6: Why is Prospecting Important?

- ▶ A Little Knowledge Brings Big Benefits!

---

### Lesson 7: Networking

- ▶ What is Networking?
- ▶ Small Talk

---

### Lesson 9: Trade Shows

- ▶ Making Trade Shows Work
- ▶ Debrief

---

### Lesson 11: Warming Up Cold Calls

- ▶ A Cure for Call Reluctance
- ▶ Getting Your Message Through
- ▶ Openers

---

### Lesson 13: It's Not Just A Numbers Game

- ▶ Shooting for the Stars
- ▶ The Three R's

---

### Lesson 8: Public Speaking

- ▶ Public Speaking

---

### Lesson 10: Regaining Lost Accounts

- ▶ Regaining Lost Accounts

---

### Lesson 12: The 80/20 Rule

- ▶ The 80/20 Rule

---

### Lesson 14: Going Above and Beyond

- ▶ 21 Ideas for a Successful Career in Sales
- ▶ Ten Questions to Ask Yourself about Each Prospect

---

## WEB LINKS

---

- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)