

## High Impact Prospecting

**Duration: 2-Days**

Salespeople increase their chances of “getting in the door” when they take a strategic, thoughtful approach to prospecting. This program introduces sound techniques for using high impact prospecting techniques to identify qualified leads. It provides salespeople with strategies for utilizing databanks, direct mail and cold calling to reach and set appointments with decision makers.

After completing this program, you will be able to

- Explain the advantages of different methods of prospecting for new business including direct mail, cold calling, e-prospecting, trade shows and networking
- Create a list of qualified prospects by targeting best match candidates
- Write an introductory letter that sets the stage for initiating contact
- Make a positive and powerful first impression over the phone
- Use phone skills to get past the gatekeeper or invite their support
- Recognize and respond to “non-verbal” and verbal cues
- Use three different phone canvassing approaches in order to set an appointment with a decision maker:
  - 30 Second Commercial
  - Asking for Assistance
  - Customer Survey Approach

This cohort program is for intended for both inside sales professionals and outside sales professionals within the same organization or business unit.

## Delivery Method:

**Pre-work:** Upon registration to the Sales Certification Program, participants are required to complete pre-work as follows:

- Reading assignments and application exercises
- On-line classroom and guided discussions facilitated by an RBI faculty member

**RBI Lab Experience:** Upon completion of the pre-work component, participants will attend a 2-day workshop at the Russ Berrie Institute for Professional Sales which will consist of:

- Reinforcement of the learning objectives presented in pre-work
- Behavior modeling and role-playing
- Feedback provided by RBI Sales Coaches
- Action Plans which serve as the basis for follow-up
- Role-plays are captured on DVD and provided to participants

**Measurement:** Program effectiveness is measured at 21, 60 and 90 day intervals.