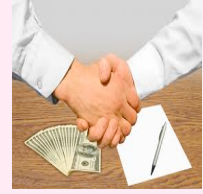


Prospecting & Lead Generation



Target Group Managers, New Business Sales people, Account managers

Expected outcome After the training you are enlightened with highly effective alternatives to cold calling. You've got insights in your success ratio and tools to increase success ratio with more than 50%! You will have drawn the conclusion that increased success has nothing to do with what you do, but how you do it. You are also aware of the fact that prospecting has nothing to do with the right 'opening', a valid business reason nor the perfect closing techniques. It's about doing the wrong things. In the end, there is probably one something more annoying than having to answer to a 'cold acquisitioned', which is cold calling yourself...

About me?

- > I'm trying hard to get new business and I notice that it's hard to convert the first to the second obtained from a cold call
- > I don't like cold calling and do not another way to get appointments
- > I would like to get some tools and techniques to get a grip on generating new business

Content

- > What type of appointments is most effective?
- > What type of appointments would I like to get?
- > What type of appointments would I like to get the most?
- > Personal action plan and practice

Competencies

Pro-activity	Self-assurance
Perseverance	Presenting
Creativity	Courage

Approach	Personal	●	Debate and discussion	●
	Interactive	●	Buddy coaching	
	Game or case		Personal feedback	●
	Action learning	●	Voluntary assessment	