

# PROSPECTING BOOTCAMP



There is an art as well as a science to successfully finding new business, consistently. This workshop enables participants to understand the strategic nature of prospecting in the general scheme of a successful sales operation and creates a roadmap for hunting for new business

## LEARNING OUTCOMES

**After completing this class, sales people will:**

- gain the skills significant in building solid business relationships while improving sales performance;
- Learn to sell more competitively;
- Increase their long-term effectiveness by becoming knowledgeable consultants.
- Learn how to create a positive and productive sales platform.
- Learn how to collect information and understand the needs of the customers.

## Format

Instructor-led, 1-days Duration.

## Audience

- Field sales professionals.
- Account Managers.
- And anyone with a quota or target to

## Prerequisites

Little or no selling experience.

## Course Content

- Module-1: Introduction/ target audience identification.
- Module-2: Research/ needs development.
- Module-3: Analyses and understanding of the needs
- Module-4: Solution Creation and delivery.
- Module-5: Closing.
- Module-6: After sales.
- Module-7: Conclusion.