

MODERN PROSPECTING™

CURRICULUM OVERVIEW

The key to successful selling is successful prospecting. A sales professional's prospecting skills determine their sales performance.

Modern Prospecting helps sales professionals utilize proven prospecting strategies and skills across multiple channels. Participants identify a prospecting plan to improve call-to-appointment ratios, increase the number of qualified opportunities in the sales pipeline, and ultimately support their sales goals.

Program Benefits:

- Set prospecting goals tied sales goals
- Use a proven prospecting process to set more meetings
- Create prospecting process to set more meetings
- Improve results with multichannel prospecting sequences
- Increase productivity with a prospecting action plan

Best for:

- Inside Sales Professionals
- Outside Sales Professionals

Workshop Length:

- 1 day onsite or three 2-hour VILT sessions

Delivery Options



Instructor-Led Training



Virtual Instructor-Led Training

Customization

SRG understands that each sales organization is unique, with its culture, processes, and set of abilities and challenges. Training programs include pre-training consultation and are personalized for your organization with customized case studies, examples, and exercises to make the training more relevant to program participants.



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SBI
INSTITUTE

Lesson 1

Target Your Prospecting

- Set prospecting activity goals that support sales goals
- Define your ideal prospects
- Maximize the power of referral-based prospecting
- Leverage social media

Lesson 2

Implement Multi-Channel Prospecting

- Use a four-step prospecting process to book more meetings
- Handle resistance
- Qualify prospects
- Create prospecting emails that engage prospects

Lesson 3

Execute Your Prospecting Plan

- Create multi-touch contact sequences
- Track your prospecting efforts
- Manage your prospecting time
- Create a prospecting action plan

Program Materials

- Participant Workbook
- Prospecting tools
- Prospecting action plan



WHY SALES READINESS GROUP (SRG)

Trusted by industry-leading sales organizations

ARJO

Microsoft

TIMKEN

ABM[®]
Building Value

FIS

AIG

Alcon

infor

“

It's been fantastic working with Sales Readiness Group, I'd highly recommend working with them in the future.

Sales Readiness Strategy Lead,
Global Tech Client

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They're not just subject matter experts, but they're true learning and development professionals.

Carrie Konior,
Director of Sales Development, ABM

A complete sales training system

Sales Training is a Process, Not an Event

Our training programs are not single events but rather part of an overall sales training system designed to create sustainable changes in sales behaviors. The net result is that our training sticks.

Our comprehensive approach includes:



Consultation

Committed to understanding your business goals first.



Customization

So the training is highly relevant for real-work challenges.



Reinforcement

Ongoing reinforcement to make new habits stick.



Experiential Training

Because participants learn best by doing.



Measurement

Assess the impact of the training program.

When results matter, choose an experienced training company with a track record of success.

Our leadership team brings over 100 years of combined sales and sales management experience to the table. We've successfully trained organizations in competitive industries like Life Sciences, Technology, Financial Services, Professional Services, and Manufacturing.

That's why Selling Power Magazine has ranked us as a Top Sales Training Company for over a decade.

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