

Speaking Programs

Increasing Sales Results Through Proactive Prospecting

Certification: Sales Prospector (Certification for this program is a full-day process where participants will practice all elements of the Proactive Prospecting Program in real-world situations.) Gone are the days when the telephone rings with a perfect client order. Now is the time to refine your ability to get out in the field and generate the revenue you deserve.

If you're one of the people who would love to have **“more time”** and **“more money,”** this 3-hour hands-on workshop is for you. It will teach you the most progressive and proven techniques that will open the door to take your business enterprise to the next level. It answers the questions: What are the biggest time management mistakes that prevent people from achieving results? What are the 3 most proactive sales activities that produce the greatest return? How can you develop a stream of contacts that send you business without lifting a finger? How can you get your business to work for you?

Participants will learn:

- The 8 essentials to a Daily Planning System that will maximize organization, focus, and proactive results in the sales process.
- How to stop living in helplessness and begin taking responsibility for their success, regardless of the customer, the competition, or the economy.
- How to devise a “prospecting” plan of attack that meets the company’s needs as well as your own.
- To establish a personal and professional goal-setting plan that will complement sales objectives.
- The 3 most progressive prospecting activities that produce the greatest return.
- What steps will generate customers in each of these 3 areas.
- How to maximize the existing customer base and generate additional revenue.
- How to determine if an alliance will produce the results you want and “the red flags” that might get in your way.
- A 4-step formula to get referrals.
- The 2 major reasons why asking for referrals fails.
- What one thing will increase your results at a networking event.
- The power of a PR statement and when to use it.
- How to keep your attitude on track...and defeat rejection.
- The key elements to a “self-generation” plan of attack and how to guarantee its success.