

MODERN PROSPECTING™

CURRICULUM OVERVIEW

The key to successful selling is successful prospecting. Sales professionals must prospect into new or existing accounts consistently to keep their pipelines full of opportunities.

But prospecting has changed dramatically over the past few years. Today, sales professionals must use new prospecting tactics and methods to book qualified appointments with customers.

Modern Prospecting is a program that enables sales professionals to fill their pipelines with more qualified opportunities in today's challenging prospecting environment. Sales professionals learn proven prospecting skills to consistently target, engage, and book meetings with qualified prospects.

Program Benefits:

- Set prospecting goals tied sales goals
- Use a proven prospecting process to engage prospects
- Set more meetings with multichannel prospecting sequences
- Increase productivity with a prospecting action plan

Best for:

- Business Development Representatives
- Sales Development Representatives
- Account Executives
- Account Managers
- Other professionals with sales responsibilities

Workshop Length:

- One day onsite or four 2-hour VILT sessions

Delivery Options



Instructor-Led Training



Virtual Instructor-Led Training



Digital Blended Learning

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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Lesson 1

Target Your Prospecting

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

Lesson 2

Create Your Message

- Identify buyer personas
- Develop your prospecting point of view
- Design a multi-channel sequence

Lesson 3

Implement Multi-Channel Prospecting

- Apply a proven phone-based prospecting process to book more meetings
- Handle resistance
- Create prospecting emails that engage prospects

Lesson 4

Execute Your Prospecting Plan

- Create sequenced emails
- Use personalized video and LinkedIn prospecting
- Manage your prospecting time

Program Materials

- Participant Workbook
- Prospecting tools
- Prospecting action plan



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WHY SALES READINESS GROUP (SRG)

Trusted by industry-leading sales organizations



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



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

Vice President of Sales Enablement
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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