



Professional Development: Prospecting For Leads Like a Pro

About the course

Prospecting is the key to your success. Your success today is a result of the prospecting you did six months ago. Become skilled at networking and remember the old 80/20 rule. Know who to target and how to target them, and remember to do some prospecting every day through warming up cold calls, following up on leads, or networking. Build your personal prospecting plan to ensure your future by planting seeds daily.

Who should attend?

This course applies to those who wish to advance their current skills in Sales and handling objections to sales.

Course Outcomes

Participants attending the workshop will learn:

- Understand the importance of expanding a client base through effective prospecting.
- Learn how to use a prospect board to make you more successful.
- Identify target markets and target companies with the 80/20 rule in mind.
- Develop and practice networking skills at every opportunity.
- Develop, refine, and execute the art of cold calling.

Course Objectives

At the conclusion of this course participants will be able to confidently and proficiently:

- The importance of prospecting
- Target your market
- Your customer profile
- Setting goals
- Networking
- The 80/20 Rule
- Developing and using a prospect band
- Warming up cold calls
- Public speaking
- Regaining lost accounts
- Going above and beyond

Entry requirements

There are no entry requirements for this course

Duration

1 Day

What is included?

Include in the Prospecting for Leads like a Pro workshop will be:

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials

With successful completion of assessment a personalized certificate of Prospecting for Leads like a Pro.

Location

Training can be delivered at either of our offices in Melbourne or Adelaide. Training can also be delivered on-site for larger groups for your businesses convenience.

Course Fees

Contact Integrity Business College on 1300 731 451 for more information.