

It takes a minimum of 7 calls before a client will see you!

Prospecting for New Business

A skill development program focused on *improving sales success through prospecting for new business.*

Program Overview

The critical elements of gaining new clientele will be covered in detail as the single biggest fear for most sales representatives is to prospect for new business. Yet every successful sales professional knows the importance of this for his or her success.

This program is designed specifically to address the challenges that sales people face, including:

- How to overcome the resistance to making new calls,
- Strategies to make calls more effective,
- Deciding which clients to pursue,
- Metrics to monitor-track prospecting performance,
- How to plan a call in advance to maximize the effectiveness during prospecting.

By understanding the fundamentals of Prospecting for New Business, your sales people will be able to increase their sales success.

For more information visit:

www.gaski.com/perform

or call: (905) 752-0366

Seating is limited - register early.

This workshop is part of the **Sales Boot Camp program** of 4 professional sales modules. It is based on the Professional Sales Certificate Program at Seneca College, FCET.

Main Topics

- Managing the prospecting funnel,
- Analyzing a prospect's potential/opportunity,
- Penetrating new accounts through prospecting,
- Getting past the "gatekeeper(s)",
- Overcoming resistance to making cold-calls.

Learning Outcomes

- Increase sales funnel activity and qualify appointments,
- Shorten the sales cycle using value-focused prospecting,
- Develop a confident and persuasive prospecting style,
- Handle resistance when dealing with gatekeeper(s),
- Target clients that have the greatest opportunity.

This workshop qualifies for
**continuing education credits/hours or
professional development units/hours.**

For more details visit www.gaski.com.