

Prospecting For Leads Like a Pro

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.

How You will Benefit:

- 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.

What You Will Cover:

- ▶ The importance of prospecting
- ▶ Targeting your market
- ▶ Your customer profile
- ▶ Making the most of trade shows
- ▶ Setting goals
- ▶ Networking
- ▶ The 80/20 rule
- ▶ Developing and using a prospect board
- ▶ Warming up cold calls
- ▶ Public speaking
- ▶ Regaining lost accounts
- ▶ Going above and beyond

Name of City and Date of Event

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What's Included:

- Instruction by an expert facilitator
- Small interactive groups
- Specialized manual and course materials
- Personalized certificate of completion

TIME: 9am – 4pm. *Prices and dates are subject to change.

Pre-Registration Form:

Prospecting For Leads Like a Pro

Yes Enroll me now

Participant Name (*Please Print*)

Position

Immediate Supervisor

Organization

Organization Address

ZIP _____ Telephone # _____

Fax _____ E-Mail _____

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