

Strategic Prospecting: Turn Leads into Appointments

28 August 2021 02:00 PM - 28 August 2021 05:00 PM

Brief Overview:

Effective prospecting is the cornerstone of a killer sales development strategy. According to Hubspot demand generation report 42% of the salespeople struggles in prospecting. It has never been more difficult to reach sales prospects. Busier than ever before, prospects don't have time to listen to a "sales pitch" – leading to a dull sales call metrics, the struggle to meet appointment setting goals, and constant worry over dry sales pipelines.

Most sales reps hate prospecting because they don't know how to effectively deal with the gatekeeper. Strategic Prospecting training program you will Learn how to get the gatekeeper to put you through over 80% of the time without screening you out!

Session content:

- Why standing like Superman can help you fight cold call anxiety
- Top 9 prospecting Strategies
- Disqualifying Prospect to save time.
- How to prepare for the lead call
- How to surpass the gatekeeper without annoying them
- How to Create Email Templates that Save Time and Boost Sales.
- 3 new (super-secret) cold email formulas that work.
- 10 Email Subject Lines That Get Opened.
- Top 3 email mistakes to avoid to being get ignored.
- Battle tested follow-up strategy.

For Whom:

- Sales Managers, Business Development Managers, Regional Managers, Account Managers, Sales Representatives, Sales Engineers, Field sales representatives, Inside/Outside Sales Teams, Sales & Marketing Support teams, Sales Professionals, Business owner, Entrepreneur, Consultants, & Freelancers.

Anyone who wants to grow their business and increase sales.

Key Takeaways:

- Increase in the number of new contacts and Appointments
 - Building relationships by lead nurturing strategy
 - Develop strategies to handle stubborn gatekeepers and tough objections
 - Discover how to effectively execute a mix of sales prospecting strategies – cold calling, email and social media prospecting – to break through to your busy, stressed, avoidance-prone prospects
 - Generating more leads by leveraging referral sources
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Facilitator profile:

Mr. Rohit Kashyap,

Founder & CEO, daKsya Learning, Sales Growth Expert

Fee Details:

- **Fee Details**
- Member amount : Rs 767.00- (Including 18%GST)
- Non Member amount : Rs 767.00- (Including 18%GST)
- Total Member count : 100