



Palomino Training Solutions
specialists in corporate training

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Prospecting for Leads (1 Day)

Course Overview

Fact: Success comes from planning. Those who fail to plan, plan to fail.

Prospecting is the key to your sales success. Your success today is a result of the prospecting you did six months ago. In this workshop, you will become skilled at networking and learn the 80/20 rule. After the workshop, you will 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. You will also build your personal prospecting plan to ensure your future by planting seeds daily.

This workshop includes dynamic trainee/trainer interactions and discussions, written and oral exercises, role plays, case studies, reflection, quizzes and a workbook for each participant to take back to the workplace.

Target Audience

Sales staff who are target driven to prospect for leads and be more successful at the sales function.

Course Outline

SECTION 1: Targeting Your Market

1. Eight ways to target your market
2. My target market

SECTION 2: The Prospect Board

1. Prospect Board Basics
2. Planning with the Prospect Board
3. Planning Worksheet

SECTION 3: Setting Goals



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SECTION 4: About Prospecting

SECTION 5: Networking

1. What is Networking
2. Small Talk

SECTION 6: Public Speaking

SECTION 7: Making Trade Shows Work for You

SECTION 8: Regaining Lost Accounts

SECTION 9: Warming Up Cold Calls

SECTION 10: The 80/20 Rule

SECTION 11: It's Not Just a Numbers Game

1. Shooting for the Stars
2. Respect
3. Rapport
4. Relationship Building

SECTION 12: Going Above and Beyond

1. Ten Questions to Ask Yourself About Each Prospect
2. Twenty-One Ideas for a Successful Career in Sales