

Power Prospecting Program This is a half-day event.

Power Prospecting is a training class that focuses on improving a sales person's ability to attract new customers. Participants experience a strong learning environment which combines lecture, workshops, and role plays.

Program Overview

- Unlimited attendance
- Includes Training Materials for Participants
- Includes travel and lodging expenses
- Best Selling Book by Will Harris – Power Prospecting

Key Content

Power Prospecting focuses on the following training topics:

- Pre-Call preparation
- Utilizing the gatekeeper
- Customer – focused opening statements
- Getting the prospect involved in the call
- Turning around stalls and objections
- Closing Techniques
- Persuasive email/voicemails
- Prioritization and Time Management Skills
- Overcoming fear and increasing prospecting activity

Training Day Agenda

Power Prospecting is more than a learning experience; it is a sharing experience. Conducted by WillPower Consultation, each trainer comes with at least a decade of experience cold calling and conducting sales training. The training course is extremely interactive; allowing a participant to share their selling experience and have others share their prospecting experience. The training is the perfect combination of instructor led teaching, group discussions, individual exercises and role-plays.

HALF DAY – Ideal for sales teams with little experience cold calling every day; or people with high revenue products/solutions. Ideal for matching up to a call campaign where the remaining hours of the day are utilized to prepare for next day call blitz.



Module One

(9:00 am – 10:00 am)

Prospecting Mindset

Description/Outcome

The Psychology of Prospecting is introduced and participants become excited about the opportunity to prospect.

Module Two

Prioritization and Time Management

Description/Outcome

Utilizing a system that consistently fosters keeping the sales funnel full and being in control of the sales day.

Module Three

Speed Reading People

Description/Outcome

Developing a message that targets the gatekeeper; participants are empowered to gather critical information from gatekeepers use when speaking with the decision maker.

Module Four

Utilizing the Gatekeeper

Description/Outcome

Developing a message that targets the gatekeeper; participants are empowered to gather critical information from gatekeepers use when speaking with the decision maker.

Module Five

Opening Statements

Description/Outcome

Developing and positioning a strong attention grabbing opening statement.

**One powerful day of training, yielding
a lifetime of prospecting benefits!**