



## Prospecting For Leads Like a Pro

The School of Leadership

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
- Identify target markets and target companies with the 80/20 rule
- Develop and practice networking skills
- Develop, refine, and execute the cold call
- Create a personal prospecting plan to turn leads into customers
- Increase your sales by implementing this plan

### What You Will Cover

- Your market
- Your customer profile
- Preparing for trade shows
- Finding leads
- Networking
- The 80/20 rule
- Developing and using a prospect board
- Warming up cold calls
- Prospect boards
- Your personal prospecting plan
- Public speaking
- Regaining lost accounts
- Going above and beyond

### What's Included?

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

### One day workshop

