



Telephone Prospecting & Qualifying

SALES TRAINING

Professional Development Associates

*Facilitating the growth
of individuals & their
organizations*

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As the time required to make face-to-face calls escalates and the cost of field sales calls soars, the telephone is becoming an increasingly important tool that helps sales representatives to meet their revenue objectives. However, time spent on the phone can be wasted unless salespeople know how to prospect and qualify potential customers.

Telephone Prospecting & Qualifying (TPQ) teaches sales representatives why and how to prospect and qualify over the phone. **TPQ** explores why prospecting is important and helps each sales representative establish a profile of a qualified prospect. It teaches participants how to plan and conduct successful prospecting calls that will result in an agreement to further the sales process or to disqualify the prospect. Techniques for handling the special obstacles that arise when using the phone, such as getting through a screener or dealing with answering machines, are also explored. Finally, the course fine tunes communication skills to enable sales representatives to project a positive image for your organization.

Who In Your Organization Will Benefit?

Any person in sales including:

- Field Representatives, Telemarketers, and Telephone Prospectors.

Description

Basic philosophy:

- Qualifying prospects may be difficult, but it is also the most important step in the sales cycle.
- Salespeople have the primary responsibility for finding qualified prospects. It is their responsibility rather than that of the marketing and advertising departments, or any other personnel who help them.
- It is each salesperson's responsibility to know the territory, what its potential is, and where that potential lies.

Objectives

On completion of this workshop, participants will be able to:

- Identify the importance of prospecting in terms of the overall sales cycle and of achieving their own sales goals.
- Develop a plan for their prospecting and territory development.
- Conduct effective telephone calls that qualify the prospect and gain agreement to continue the sales cycle.
- Handle call screeners and obstacles professionally and effectively.
- Fine tune their telephone prospecting communication skills, particularly those of listening and questioning.

- To realize the potential of the territory, the salesperson must have a plan and work that plan every day.
- Working a good prospecting plan is the key to success.
- Lack of qualified prospects is a major obstacle to success in sales.

Course Format and Length

This one-day interactive workshop is designed for 15 to 21 participants. The workshop develops improved prospecting and qualifying skills through a carefully designed series of learning activities that include:

- Facilitator presentations and skill modeling.
- Readings.
- Audio examples.
- Table group activities and group discussions that provide opportunities to exchange views, experiences, and ideas.
- Exercises to develop and transfer skills and concepts to your sales environment.
- Role plays.
- Feedback and critique of the participants' use of the skills and techniques taught in this program.

Course Materials

- **Facilitator Guide**—Provides step-by-step instructions on how to administer the workshop and includes overhead transparencies and an audio transcript. It also includes a Sales Manager's Guide to provide an overview for management, along with coaching and reinforcement guidelines.
- **Participant Manual**—Contains program readings on the concepts of *TPQ*, individual and group activities to develop the learning, and an Action Guide to be used during and after the workshop.
- **Audio**—Models appropriate and inappropriate prospecting and qualifying phone calls. The audio is delivered on 1/2" videotape for ease of operation and for better sound quality.

Course Content

Telephone Prospecting in Perspective

- The relationship of prospecting to the sales cycle.
- Defining the characteristics that qualify suspects as prospects.
- Where to look for suspects.
- Reasons for using the telephone to prospect and qualify, and guidelines for its effective use.

Making the Prospecting and Qualifying Call

- The prospecting and qualifying telephone call flow.
- Preparation of call openings that are professional and tailored to the suspect.
- Identification of the qualifying information needed from the suspect.
- Questioning to qualify.
- Analysis of call completion.
- Use of attuned listening skills to distinguish mood and setting.

Fine Tuning Your Skills

- How to use call screeners to your advantage.
- Enlisting the aid of your suspect's support staff to gather useful information.
- Leaving professional and compelling messages on answering machines or voice mail.
- Analysis of the most frequently encountered obstacles and how to overcome them.

Implementation Guidelines

TPQ is designed to be implemented by your own in-house trainers or by one of Vital Learning's experienced and qualified trainers.

Customization

TPQ activities, discussions, skill practices, and Participant Manual covers can be self-customized or customized by Vital Learning to your selling environment. Your sales representative can furnish you with details, information, and pricing for customization