



Prospecting Intensive™ FAQ

Who should attend? Sales/business development representatives and sales managers who have responsibility for driving revenue through growing new business. This is not a course for account managers.

Is there a particular business or market segment that this training applies to? No. The course is designed for professionals who sell B:B or B:C regardless of whether they are part of a large established company or a solopreneur.

Is this just for professional sales people? No. This is for anyone interested in selling regardless of your background.

What makes this training different and effective? Many things make this training transformational: awareness and change of unconscious beliefs that get in the way, developing effective sales behaviors, use of proprietary tools to uncover obstacles, the duration of the training, incorporating the training into your work day, the peer group impact.

Why is the program 8 weeks? Real change takes time. Most habits take 40+ days to take hold. The design of 8 weeks along with a follow-up 30-days after completion provides ample time and reinforcement for a long-term shift in effective behavior to occur.

I'm already busy, how can I find time to participate every day for 8 weeks? The course is specifically designed to be integrated into your work day. You are not pulled out of the office, in other words your office becomes the training laboratory.

How much time will this take each day?

The longest we will be on video conference on any given day will be 2 hours but some days the sessions will run shorter. All sessions typically begin at either 9:00AM or 9:30AM EST.

Are there prerequisites to joining the training? Yes. An open attitude to learn, to challenge yourself along with plenty of prospects to work on. This is designed to be a working course, not theoretical.

What if I don't have leads? Start building a lead list immediately. There are plenty of free resources/databases and networks that can be used to generate a good list.

Why do you use video conferencing? So much of human communication and relationship building is non-verbal, and since participants will be participating as part of their work day, the ability to see each other is vital. Additionally, one of the key benefits of this design is the development of a group of peers who can support each other during and after the training. Video conferencing will accelerate relationship building between participant to participant and participant to coach.

I see a lot of articles that prospecting/cold calling dead. Is it? No. A prospect is defined as "someone who I am potentially interested in doing business with". For us, prospecting is defined as "taking whatever steps necessary to get in front of a prospect." This can include things such as digital and traditional marketing, research, LinkedIn, networking, emailing, picking up the phone, etc. When it is all said and done, it is up to sales person to make the contact happen. Contacting a prospect is the only way to actively open a possible sales.

Is there still a need for prospecting in the current digital environment?

Social media has clouded selling. A recent extensive survey of the Top 20% of sales performers found, that despite technology innovation expectations, customers still look for human connections. As a result, sales teams are finding the most success when they blend personal interactions with technologies that scale. In-person (87%) and phone (83%) remain sales' top communication channel for connecting with customers.

What happens if I miss a session? While missing any sessions is discouraged, we realize life happens so all sessions will be recorded and available in Zoom to all participants.

I don't necessarily want others to see what accounts I am working on. Will my information be protected? It will and it is up to you what you choose to share with the group. Since participants will most likely come from different areas of the country, the likelihood of having a competing situation is minimal and any concerns will be identified and discussed in the initial session. Also, given the construct of the training, diving into specific account details and strategy is not necessary to the effectiveness of the training.

What about support after the training? Successful participants will have the option to continue in once/month support sessions. Sign-up for the support sessions can be made at the conclusion of the training.

What is the cost? \$4,995.00.

What if I want more details? Contact Russ Salzer at 920.410.9229 or russ@3yg.us.