

# PROSPECTING INTENSIVE™

3YCG SALES  
TRAINING  
TECHNOLOGY



GAIN PROSPECTS. GROW REVENUE. WITH CONFIDENCE.



**Are you and your company interested in more control over your own revenue growth? Have you wondered what it would take to become a better prospector? Could you see yourself looking forward to prospecting with confidence?**

Growing revenue through leads and new customers is the number one priority for many sales teams. But very few salespeople have the ability, or the experience, to drive sales from an introductory call to a close. To generate leads, your sales team needs to prospect ... consistently. Unfortunately, it's the one task that always drops to the bottom of the to-do list.

It turns out that even the best of intentions – or the best sales training – are still not enough to overcome the resistance that is built into our own human nature and bring prospecting to the top of the list. To truly understand and change what is at the core of this challenge, we have to look under the surface of individual intentions, behaviors and actions.

# The Prospecting Intensive targets both unconscious beliefs and conscious behaviors that keep us from making that contact.

When it comes to solving a sales problem, most companies focus on individual behaviors:

**"Just go make the call."**

**"When are you going to close the sale?"**

What if we could change the beliefs and fears that keep us stuck? What if we could free ourselves to create habits that will create success? Most sales do not get closed, or even started, because of conscious and unconscious barriers, limiting beliefs and fears – whether we are aware of it or not. This unique curriculum is designed to address those barriers and provide training that will result in significant improvement in prospecting.

The human brain is wired to avoid pain. And the thought of doing something that might not reap rewards, or might end in rejection, is enough to make people create patterns of avoidance. The Prospecting Intensive™ will teach participants how to start changing their beliefs about themselves so they can handle the stress or "rejection" registered by the mere thought of prospecting. Participants will learn to separate that experience from their self-worth or competence as a person.

**In other words, the Prospecting Intensive supports change from the inside out. This training gets underneath conscious behaviors so that people can really shift and make a change inside themselves.**

“MOST OF TODAY’S SALES TRAINING IS BEHAVIOR-BASED. IF IT WERE AS EASY AS TEACHING NEW BEHAVIORS, THERE WOULDN’T BE SUCH A LACK OF PROSPECTING PERFORMANCE. THERE ARE DEEPER UNDERLYING ISSUES THAT CAUSE FEW SALESPEOPLE TO EVEN ATTEMPT CANVASSING WITH REGULARITY.”

**- RUSS SALZER, COACH, PROSPECTING INTENSIVE**

# THE CORE ELEMENTS

COMPREHENSIVE, IN-DEPTH AND DESIGNED TO WORK

## MINDSHIFT PRINCIPLES

Eight key concepts, based in neuroscience, for increasing one's self-awareness of the unconscious barriers to outstanding performance. These principles will be applied in the context of prospecting throughout the week.

## COACHING

Coaching provides support to practice and develop new skills in a failsafe environment. Development and support while engaging in real prospecting and change core beliefs is what makes the Intensive format unique.

## TECHNOLOGY

A web-based application CRM, *The Board*, provides the technology for a common platform specifically designed to reinforce the prospecting approach outlined in the training.

## SALES TRAINING

*Appointment Setting* and *Getting to Closed* provide effective sales techniques for opening the conversation with prospective accounts, and moving an account towards closed.

The Prospecting Intensive combines a deep level of personal development with proven sales methodologies that are supported over an extended period of time to create real change. Comprehensive, in-depth, and designed to work. The curriculum is organized to help participants integrate new skills so that they are able to apply them effectively. Each of these elements work together to create lasting change.

## PEER SUPPORT

Collaborative and supportive relationships among program participants support learning from each other.

“THE REASON PEOPLE DON'T DEVELOP NEW HABITS IS SIMPLY THAT THEY DON'T PRACTICE THE NEW HABIT ENOUGH. THE 8-WEEK DURATION IS A PLATFORM THAT GIVES PEOPLE THE OPPORTUNITY TO LEARN A NEW SKILL, PRACTICE IT, APPLY IT, REFINE IT, AND PRACTICE IT MORE. THIS IS HOW WE START CREATING NEW NEURAL NETWORKS.”

- JUDITH BELL, COACH, PROSPECTING INTENSIVE

## Intensive Format For Lasting Change

The Prospecting Intensive is designed to maximize learning, retention and lasting behavior change. Because participants are expected to provide and work from their own list of prospects, the curriculum is incorporated into how you currently work to increase sales, drive revenue and gain prospects. The training content is meant to be embedded into your day. It is not intended to take time out of your day.

### Prospecting Intensive Format:

- Training/coaching is embedded into participant's work-day.
- Eight week duration to maximize success.
- 1-2 hours of learning and coaching per session.
- Work on actual leads identified by participants.
- Immediately integrate new techniques into your normal workday.
- Training content delivered via video conference.
- Develop connections with the other participants to reinforce learning.
- Follow-up coaching session 30-days after completion to review and reinforce.
- Optional once per month coaching session available to provide continued support.

