

building a robust pipeline

SKILLSHOT™ clinics



Is your prospecting proving ineffective?

Are you chasing from one small unpromising lead to another?

Are you calling on account lists indiscriminately?

If so, it's time for a change! Whatever the market conditions a strategic approach to prospecting is essential; ensuring that you are calling the right people, in the right targeted accounts, at the right time is critical to maximising sales performance.

Strategic Prospecting involves using systematic methodology to identify those accounts where you are most likely to be successful. By focusing on the accounts that warrant your attention and your company's resources, effective strategic prospecting improves response rates, often by 20-30%, meaning fewer cold calls and higher hit rates.

In 2 hours you will

- Analyse your sales process and develop your own supporting **activity plan**
- Understand how to use call activity and conversion ratios as a **self coaching tool**
- Identify the business and personal factors that underpin **account attractiveness**
- Use an account qualification process to identify those accounts with the **highest probability of sales success**
- Develop simple, effective strategies to **maximise results**

What next?

Contact us by calling **08700 704242** or email: **info@4ty2.co.uk**

SKILLSHOT™ approach

Intensive, high energy, acutely focused performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals in an economically demanding market

SKILLSHOT™ clinics

Surviving a tough market

Developing and activating strategies, designed to maximise sales performance in an economically demanding market

Making cold calls count

Turning cold calls into productive conversations that increase your call to appointment conversion rate

Managing the sales process

Taking control of the decision-making process ensuring it operates to your deadlines

Engaging your customers

Utilising a consultative selling approach to differentiate yourself from the competition and to generate customer trust and loyalty

Developing a differentiating value proposition

Designing, developing and delivering a business winning case

Negotiating in a tough market

Standing-up to, and counteracting, well trained, experienced negotiators

Expanding your sphere of influence

Achieving the coveted status of 'insider' provider

Something different?

If you, or your business, would benefit from a more integrated or customised approach, we would be happy to build a solution for you using our **Sales Health Check** methodology