

Lead Generation and Qualification

This four-hour program is designed to equip sales professionals to improve lead quality and quantity.

Learning Outcomes

- Identify the key challenges with virtual selling
- Describe various strategies to connect more effectively on the phone
- Leverage tone, energy and conviction in order to establish presence
- Craft meaningful customer value propositions in order to gain and maintain interest
- Assess the various objections and resistance that prospects can present and the appropriate sales response
- Build trust through the call in order to ensure a smooth handoff to field sales

Program Flow

Welcome

Introduction
Learning objectives
Mindset matters

Remote Selling

Challenges
What works

Connecting

Rapport
Acknowledgement
Empathy

Presence

Energy, tone, conviction
Business vs. Casual
language

Call Preparation

Customer value proposition
Crafting "I / You / We"
messages

Dealing with Resistance

Types of resistance
Resistance model
Application (practice)

Build Trust

RATER qualities
Great hand-offs

Workshop Close

Workshop evaluation