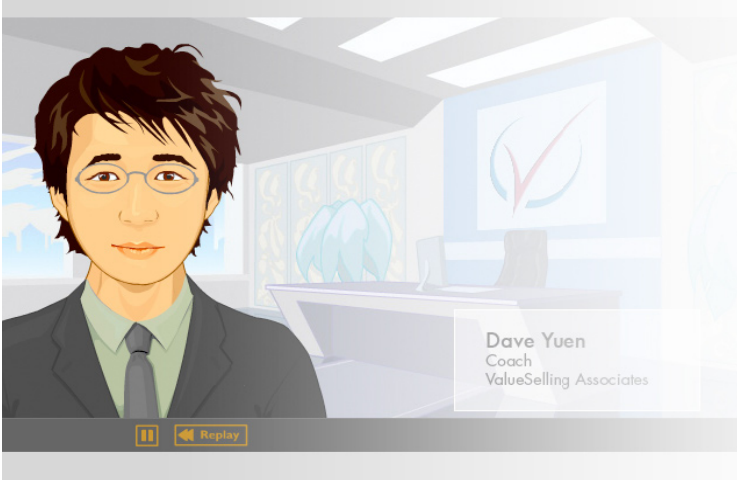


ValueSelling Essentials[™] Prospecting and Qualifying



One of the most important skills a salesperson can possess in today's competitive, and demanding market place, is the ability to develop a constant flow of new business. Whether you are managing a single account, trying to expand and grow a current customer relationship, or are responsible for new business generation, you need to be able to identify, qualify and cultivate sources of new business. The key is knowing where, and how to focus your efforts, so the time and energy you invest in prospecting pays off.

PROSPECTING AND QUALIFYING

The ability to find potential prospects and engage them is among the most difficult and continuously challenging parts of the sales process. Top sales professionals always are on the lookout for new business opportunities. Whether it's through tapping existing customers or mining new prospects they constantly seek ways to generate new revenue and exceed quota goals. However, not all organizations are candidates for doing business with you; therefore a big part of successful prospecting rests in the ability to determine the likelihood that an organization will actually purchase products and services from your company. In this course you will learn tips and techniques on how and where to most successfully focus your prospecting time and energy.

COURSE OUTLINE:

- Self Assessment
- Introduction to Tactics:
 - Part 1: Identify your Target
 - Part 2: Build your Professional Network
 - Part 3: Qualify and Manage
 - Part 4: Gain Access
- Practice Prospecting and Qualifying
- Knowledge Challenge

WHAT IS VALUESSELLING ESSENTIALS[™]?

ValueSelling Essentials[™] is a series of 10 e-learning courses, each 45 minutes in length, designed to build basic sales skills and increase win rates. The series utilizes the natural advantages of the latest technology to facilitate efficient and effective learning. The innovative e-learning instructional design engages sales professionals in courses that provide a memorable and compelling professional development experience. Using simulations to promote the highest level of interactivity with the participant, ValueSelling Essentials[™] can be customized for large enterprises to tailor the look and feel of the series to the company's character. In addition, all the courses in the series can be adapted for specific uses.

ValueSelling Essentials[™] is built to the highest standards and is Sharable Content Object Reference Model (SCORM) compliant. In addition, it is closed captioned for the hearing impaired.

The ValueSelling Essentials[™] series of e-learning courses can be purchased in its entirety or by individual course. Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Because of the rich instructional design, the ValueSelling Essentials[™] courses can be tailored to any company, language, or selling situation.

For more information, visit www.valueselling.com.