

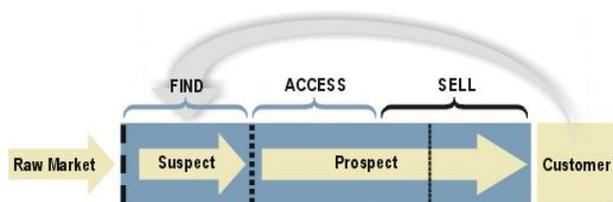
# Counselor Prospecting



When competition is stiff, sales professionals cannot waste time on aimless searching to find new prospects. Instead, they have to be on target right from the start, quickly and efficiently finding the people and organizations that qualify as likely customers. A salesperson who is able to properly prospect will make the difference between winning and losing in business. *Counselor Prospecting* will show your salespeople how to win business and get ahead of the competition right from the beginning of the sales process.

Many organizations believe prospecting is a numbers game. It is often seen as the act of keeping the pipeline so full that everyone is viewed as a prospect. Salespeople spend great time and energy trying to get one sale out of every 30 prospects. *Counselor Prospecting* (CP) shows salespeople that it does not have to be this way. Rather than focusing on finding more suspects to put in the pipeline, salespeople should focus on finding better *suspects* and higher-quality *prospects*. By doing this, salespeople can change the ratio with a more effective and efficient process.

## Finding Good Prospects



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## Program Outcomes

CP trains salespeople to make better go/no-go decisions about prospects *earlier* in the overall sales process. This helps avoid costly customer contact efforts with prospects who are not beneficial for the seller's business.

It empowers salespeople to choose the good suspects who are most likely to become good prospects.

## Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, CP includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

**Participant Readiness** prepares salespeople and managers for the overall learning experience:

- Pre-workshop communication

**Learning Transfer** design embeds practice and use of new skills. The learning can be flexibly delivered as a:

- One-day face-to-face, application-oriented workshop
- Series of instructor-led interactive webcast workshops delivered over time; the webcast design drives a constant stream of engaging learning activities

All can be delivered in modular format over non-consecutive days to allow application between sessions. The face-to-face workshop can be taught by a Wilson Learning facilitator or by an organization's own leader-trained in-house professional.

## Module: Key Learnings Are . . .

### The Challenge of Prospecting

How to move beyond the myths about prospecting; how to calculate the pipeline ratio; how to improve the pipeline ratio by answering two questions: Are they good for us? Are we good for them?

### Finding Good Prospects

How to develop criteria and use search engines to find suspects good for us; how to determine whether we are good for them by connecting our company's unique value to identifiable business problems; how to get referrals and use networks

### Accessing Good Prospects

How to leverage research and contacts to get an appointment with the right person; how to create an effective access message; how to conduct a persistent campaign

### Self-Motivation

How to manage one's self-talk; how to implement best practices and use an action-planning tool

## Your Salespeople Will Be Able To . . .

Discard their myths about prospecting and focus on how to be more efficient in finding good prospects

Use the Internet to surface good suspects and conduct research to identify real prospects who would be interested in the offering

Develop the skill for gaining an appointment with the right person in the prospect organization

Expand their ability to maintain motivation for prospecting and apply best practices

## Continued

**Organizational Alignment** ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities are available for both the manager and salesperson.

As a result, *Counselor Prospecting* (CP) becomes part of your organization's selling practices, benefitting customers and increasing productivity.

## Enabling Improved Performance

The *Counselor Prospecting* Planner tool helps salespeople apply the structured approach they learned during the program to the often unstructured "real world" of selling.

CP can be easily tailored to your organization's sales process by your organization's training professionals or with the support of Wilson Learning consultants.

Management coaching is essential to the reinforcement and effective use of CP. As a highly recommended option, Wilson Learning facilitators can provide coaching in order to focus on the specific skills developed in CP.

## Evaluation

Measurement of the impact of this program can be achieved within the scope of your existing sales reporting system. Existing reports on your pipeline should show improving ratios from "suspects" to "wins" as your salesforce improves the quality of leads they actively pursue. As an option, Wilson Learning can consult with your organization to determine which sales reports and measurements most accurately and fairly indicate the impact of this program and can work with your sales managers to account for other factors. Wilson Learning's goal in this option is to ensure that your measurement of the impact of CP is fair and credible.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

**This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.**