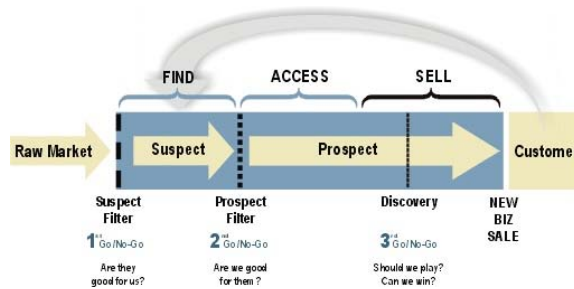




COUNSELOR PROSPECTING

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 that is able to properly prospect will make the difference between winning and losing in business. *Counselor Prospecting* (CP) will show your salespeople how to win business and get ahead of the competition right from the beginning of the sales process. If you are concerned about protecting and expanding your revenue and market share, CP is a critical tool for all salespeople.

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. 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.



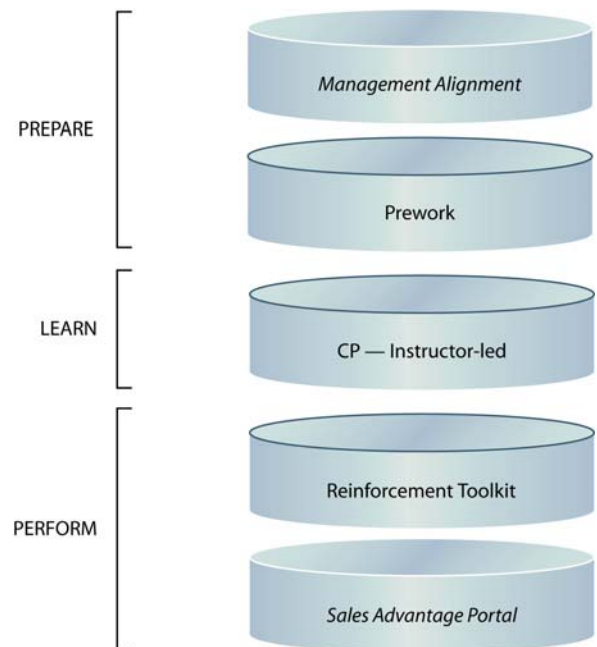
VALUE PROPOSITION

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 that are not beneficial for the seller’s business. It empowers salespeople to choose the good suspects who are most likely to become good prospects.

APPROACH

CP is a one-day workshop that develops practical strategies for approaching real prospects. A two half-day configuration allows salespeople to work on what they have learned between the sessions.

Several optional components (*in italics*) are highly recommended to create an integrated solution to improve sales results.



This program can be taught by a Wilson Learning facilitator or an organization’s own leader-trained in-house professional. CP provides:

- An efficient and effective structured process
- Immediate real world application of knowledge gained.

CP has 4 integrated learning modules:

OUTCOMES BY MODULE

<i>Module: Key Learnings Are...</i>	<i>Your Salespeople Will...</i>
<p><i>The Challenge of Prospecting</i></p> <p>How to move beyond the myths about prospecting. How to calculate the pipeline ratio (the number of suspects it takes to turn up one good prospect). How to improve the pipeline ratio by following an efficient process of finding prospects who are good for us and we are good for them.</p>	Be able to discard their myths about prospecting and focus on how to be more efficient in finding good prospects.
<p><i>Finding Good Prospects</i></p> <p>How to develop criteria and use search engines find suspects good for us. How to find if we are good for them by connecting our company's unique value to identifiable business problems in the suspect companies. How to get referrals and use networks.</p>	Be able to use the Internet to surface good suspects and conduct research to identify real prospects who would be interested in the offering
<p><i>Accessing Good Prospects</i></p> <p>How to leverage research and contacts to get an appointment with the right person. How to identify the best call points. How to create an effective access message. How to conduct a persistent campaign.</p>	Be able to develop the skill for gaining an appointment with the right person in the prospect organization.
<p><i>Self-Motivation</i></p> <p>How to manage one's self talk using "Stop-Challenge-Focus" model. How to discuss best practice and action-planning using a tool.</p>	Be able to expand their ability to maintain motivation for prospecting and apply best practices.

ENABLING IMPROVED PERFORMANCE

If live Internet access is available during the program, participants can use their own Intranet or business subscription services for "real-time" application.

The CP Planner tool, provided in both paper and electronic versions, 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 an 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. More general coaching skills can be learned in other Wilson Learning programs, such as *Lighthouse Coaching* (webcast) or *Managing Sales Performance* (classroom).

MEASUREMENT

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 sales force 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 work with your sales management 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.

EVALUATION

In most implementations, Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that CP brings the results you seek. We are committed to helping you succeed, and we will work with you to set up measurement systems to help move desired change forward 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 integrated with your sales processes.