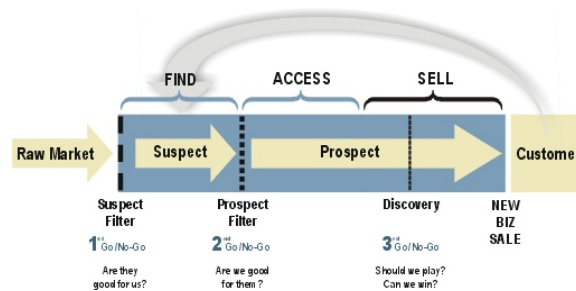




## COUNSELOR PROSPECTING

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* (CP) will show your salespeople how to win business and get ahead of the competition right from the beginning of the sales process. Protect and expand your revenue and market share, by implementing *Counselor Prospecting* in your organization.

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

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *Counselor Prospecting* includes components and activities that enhance:

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

- Pre-workshop communication sets the context for learning

**Learning Transfer:** Embeds practice and use of new skills in the learning design; 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—whiteboards, breakout rooms, polling, group work, video, real-time work, and more.

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.

**Organizational Alignment:** Ensures that the organization supports the use of the new skills

- Post-learning reinforcement activities (optional) for both the manager and salesperson support skill application and implementation.

As a result, CP becomes part of your organization’s selling practices, which benefits customers and increases productivity.

## OUTCOMES BY MODULE

<i>Module: Key Learnings Are...</i>	<i>Your Salespeople Will Be Able to...</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 answering two questions: Are they good for us? Are we good for them?</p>	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 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 in the suspect companies. How to get referrals and use networks.</p>	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>	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 the "Stop-Challenge-Focus" model. How to implement best practices and use an action-planning tool.</p>	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 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. 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.**