

RAIN Sales Prospecting and Appointment Setting

Program Overview

One of the most common challenges in sales is getting new prospects into the front of the pipeline. This program covers the best ways to prospect, including how to set appointments using the telephone, email, direct mail, online tactics, and other available methods.

Learning Objectives

In the RAIN Sales Prospecting and Appointment Setting training program, participants will learn how to:

- + Develop a compelling value proposition and reason to get decision makers to accept a meeting
- + Deliver the value proposition over the phone, email, and other methods to get appointments
- + Navigate past gatekeepers
- + Tap existing networks to generate more leads
- + Establish credibility, trust, and rapport early in the sales process

RAIN Group's Approach to Prospecting

Prospecting has changed significantly in just the past decade. Our approach reflects the changing nature of what it takes to set business-to-business appointments.

Typical Approach	RAIN Group's Approach
Selling on the telephone.	Use of telephone, email, social media, and other tactics as multi-touch tools in the prospecting process.
Blanket approach. No customization.	Thoughtful, focused personal campaign process of gaining access to a targeted list of decision makers.
Numbers game. Smile and dial and dial.	Focus on effectiveness versus boiler room.
Pitch results of product/service. Try to get demos and capability pitches.	Intrigue buyers with value <i>in the meeting itself</i> . Educate with new ideas and perspectives.
Sneaky, unseemly tricks.	Work hard and use all resources, but no deceitful tricks.

Program Components

At RAIN Group, we don't see training as an event, but as an ongoing process to improve sales skills, knowledge, and results. Core components of our prospecting program include:

Live Prospecting: The first day of the program focuses on how to prospect, while day two puts learning into action, allowing participants to actively prospect, generate meetings, and share learning throughout the day.

Program Tailoring: We tailor all the cases, examples, and exercises in the program to your specific prospecting situation.

Prospecting Guides: We build custom prospecting guides to fit your specific messages, objections, challenges, and processes to help your sellers succeed in prospecting.

Prospecting Messaging: RAIN Group's approach focuses on intriguing buyers with messages they will find most valuable. We work with you to develop the key messages most likely to resonate with your targets.

Prospecting Sequences: Prospecting is a process, not a series of random actions. We work with you to develop and write multi-touch, multi-modal prospecting sequences for phone, email, mail, and social media to set appointments at a high success rate.

Reinforcement: RAIN Group reinforces learning in the course through custom content and scenario emails, online lesson development and tailoring, and coaching.

RAIN Sales Prospecting and Appointment Setting

Top 10 Benefits of RAIN Sales Prospecting and Appointment Setting

1. Break through to difficult-to-reach executives
2. Inspire buyers to consider buying from you in the short-term
3. Create new relationships that will yield business in the long-term
4. Overcome prospecting reluctance
5. Gain real practice in prospecting
6. Develop sales messages that will resonate
7. Create personal campaigns to penetrate important organizations
8. Set appointments at the training program itself
9. Position yourself as a valuable resource to buyers
10. Maximize prospecting time and action

Delivery Options

- + Tailored on-site, instructor-led programs
- + Train-the-Trainer, Licensing
- + Blended learning: Online and on-site, instructor-led curriculum

Technology Integration

- + Online lessons are SCORM compliant and can be hosted on your internal LMS or by RAIN Group.
- + The complete RAIN system for opportunity and account management can be customized and integrated into leading CRM systems.

RAIN Sales Prospecting and Appointment Setting Reinforcement

Email: Prospecting content reminders, tips, and interactive scenarios are delivered via email.

Online lessons: Cover a variety of topics critical for sales prospecting and appointment setting.

Webinars: Cover specific prospecting topics and strategies relevant to your team.

Classroom workshops: Focus on advanced skills and situations.

Sales coaching: Provides preparation and support for prospecting efforts.

About RAIN Group

RAIN Group helps companies unleash the sales potential of their teams. We've helped hundreds of thousands of salespeople, managers, and professionals in more than 62 countries increase their sales significantly with our sales training, coaching, and consulting services.

Locations

AMER • EMEA • APAC

RAIN Sales Prospecting and Appointment Setting

Topics Covered

While program content and agendas are tailored based on your industry, products and services, and the skills that will make a difference for your team, our core two-day workshop covers the following topics:

Prospecting Strategy

- + Focusing on the right targets and buyers
- + Developing strategies to deliver value *in the meeting*
- + Creating penetration plans and messaging strategies to get to important buyers
- + Learning the ins and outs of telephone, email, mail, and social media prospecting
- + Managing your online reputation and brand

Prospecting Essentials

- + Finding the right buyers
- + Getting introductions to the buyer
- + Leveraging trigger events to resonate strongly
- + Researching prospects to impress as you connect
- + Managing your time and day to get the most out of your prospecting efforts

Prospecting Execution

- + Working with gatekeepers to generate appointments
- + Customizing messages across communications for each buyer
- + Delivering voicemails that work
- + Engaging disengaged buyers using the 'reverse direction' technique
- + Opening calls, intriguing buyers, getting the appointment

Overcoming Prospecting Challenges

- + Pushing back on put-offs
- + Getting to the engagement point
- + Finding time to prospect in the face of distractions
- + Leveraging meeting no-shows to your advantage
- + Overcoming nerves, call reluctance, and inaction