

PROSPECTING THAT WORKS	Uncover best practices to find leads, make cold calls, network, and get referrals to establish a steady stream of prospects.	<ul style="list-style-type: none"> • Generating leads • Cold calling and networking • Getting referrals 	<ul style="list-style-type: none"> • Write a cold call script with a strong opening hook
ANALYZING NEEDS	Understanding your customer's needs is crucial to success - learn how to formulate high-value questions and conduct a Needs Analysis.	<ul style="list-style-type: none"> • High-value questioning • Conducting a needs analysis • Building rapport 	<ul style="list-style-type: none"> • Develop a needs analysis for a real prospect • Draft high-value questions on relationship, business, situational, and goals
ASKING THE RIGHT QUESTIONS	Explore how open-ended questions and active listening work together to help you help your customer.	<ul style="list-style-type: none"> • Active listening • Using open-ended questions • Clarifying with questions 	<ul style="list-style-type: none"> • Analyze and refine your go-to prospecting questions to be more open-ended
EFFECTIVE PROPOSALS	Find out how to create effective proposals that get your foot in the door!	<ul style="list-style-type: none"> • Research techniques • Customizing proposals for clients 	<ul style="list-style-type: none"> • Create a proposal for one of your top industries • Tie industry research to key positioning statements
COMMUNICATING EFFECTIVELY	Learn how to tailor your message and your style for the best results.	<ul style="list-style-type: none"> • Listening effectively • Non-verbal communication • Adjusting tone 	<ul style="list-style-type: none"> • Assess your personal communication style • Adapt to prospects' communication style
DIFFERENTIATION	Discover what sets you apart from the competition and how to communicate your value.	<ul style="list-style-type: none"> • Creating a value proposition • Differentiating your product and yourself 	<ul style="list-style-type: none"> • Create a value proposition by aligning specific customer needs with your unique offering
POSITIONING AGAINST A COMPETITOR	Learn how to deliver a compelling story that positively positions you against competitors.	<ul style="list-style-type: none"> • Developing a compelling and convincing narrative • Planting seeds 	<ul style="list-style-type: none"> • Draft a compelling story about how your product/service is different from your competitors
ASKING FOR THE SALE	Identify best practices for handling objections and asking for the sale.	<ul style="list-style-type: none"> • Asking for the sale • Overcoming objections • Tailoring your message 	<ul style="list-style-type: none"> • Reflect on a past objection and identify how to respond differently next time