

Prospecting for Leads



Prospecting is the key to your success. Your success today is a result of the prospecting you did six months ago.

In this **one day workshop** become skilled at networking and remember the old 80/20 rule. Know who to target and how to target them, and remember to do some prospecting every day through warming up cold calls, following up on leads, or networking.

Build your personal prospecting plan to ensure your future by planting seeds daily.

How You Will Benefit

At the end of the workshop you will be able to:

- Understand the importance of expanding a client base through effective prospecting
- Learn how to use a prospect board to become more successful
- Identify target markets and target companies with the 80/20 rule in mind
- Develop and practice networking skills at every opportunity
- Develop, refine, and execute the art of cold calling

What's Included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialised manual and course materials

What You Will Cover

- The importance of prospecting
- Targeting your market
- Your customer profile
- Making the most of trade shows
- Setting goals
- Networking
- The 80/20 rule
- Developing and using a prospect board
- Warming up cold calls
- Public speaking
- Regaining lost accounts
- Going above and beyond

YES! Enrol me now!
REGISTRATION FORM
Prospecting for Leads

Participant's name:	_____	Position:	_____
Organisation:	_____		
Work Address:	_____		
Phone:	_____	Email:	_____
Credit card type: MasterCard / Visa Only			
Name on card:	_____	Amount:	_____
Credit Card Number	_____	Expiry Date	_____
Signature	_____		

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