

THE WINNING FORMULA

TURBOCHARGE YOUR PIPELINE CREATION ENGINE!



300% increase in lead volume
5x increase in sales executive productivity
2x increase in opportunities
Lower cost of sales



The Winning Formula

THE MOST EFFECTIVE TECHNIQUES TO ENGAGE EXECUTIVES AND DECISION MAKERS.

Prospecting

Whether you are working as a sales executive or run your own business, prospecting should be the number one activity for you and your sales team. Customers to your company are as blood cells are to your body. Without continuous flow of new clients your business cannot survive and thrive for long. Almost every business executive or owner we speak with express desire for their people to be better at prospecting. However, many of the prospecting trainings focus more on the product, function/features and hard selling; often ignoring the prospect's needs.

PROGRAM DESCRIPTION

The program covers the fundamentals of sales prospecting from learning how to define your target audience and message, to asking the business executives the appropriate Call To Action. If your job includes prospecting for new clients, the value of taking this course is priceless. You will learn what prospecting really means, how to break down the activity into its key components and then how to leverage the engagement dynamics to get the desired outcome.

ONGOING SUPPORT

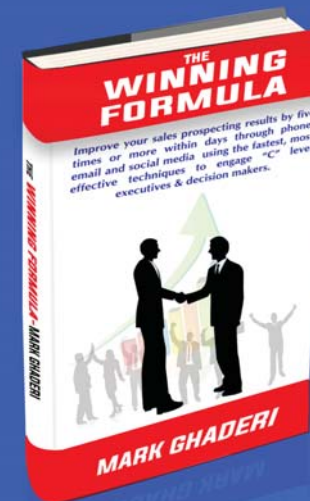
No training is effective without sufficient support and reinforcement to establish the right habits. That is why the Winning Formula program does not end with the workshop. Your team will receive immediate onsite coaching as well as continued on-line/mobile refresher scenarios along with online Winning Pitch evaluation and feedback.

THE WINNING FORMULA AGENDA:

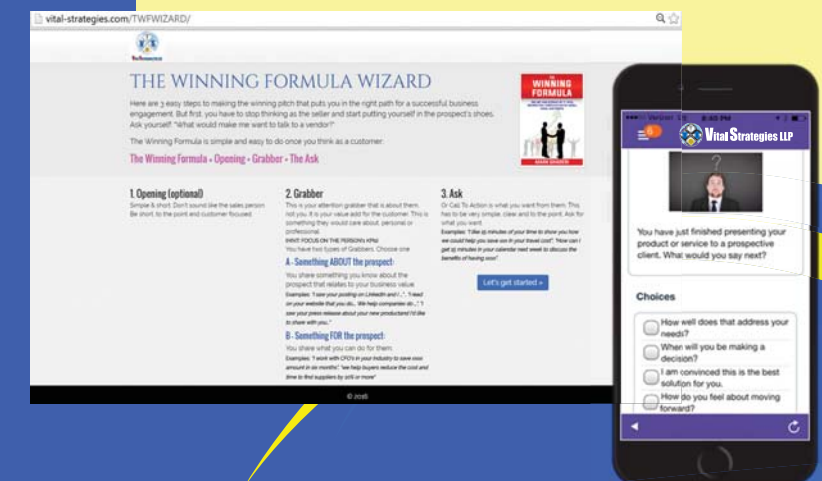
- ◆ Why prospecting is important
- ◆ Challenges in prospecting
- ◆ Understanding the executive's perspective
- ◆ How to connect with executives and the 'C' level
- ◆ Learning the AIDA principal
- ◆ The Winning formula
- ◆ Leveraging social media
- ◆ Handling common challenges in prospecting
- ◆ & more

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Onsite live coaching



Vital Strategies Pte Ltd
10 Anson Road 10 -11
International Plaza
Singapore 079903
sales@vital-strategies.com



www.vital-strategies.com