

Persuasive Prospecting

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NOW ANYONE CAN SELL



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BY

ANDREW MARTIN

The Most Effective Sales and Prospecting Course for SDRs, Telemarketers, or Field Salespeople Who Need to Prospect.

The course is delivered over a single day and combines interactive sessions, gameplay, and assignments with instruction and presentations from the course leader.

At the end of this course your sales teams will leave:



Motivated – Looking to try and experiment with the new knowledge they have learned.



Informed – Armed with ideas, processes and approaches that will help them maximise success during sales engagements.



Prepared – Knowing where they need to improve and what to do to make that improvement happen.

About the course instructor



Andrew Martin is the author of the bestselling book “Persuasive Prospecting.” He designed the course and is currently the only person delivering the persuasive prospect training. Andrew has over 20 years of experience in sales, including managing sales teams in Europe, the US, and Asia.

He has managed many hundreds of salespeople and trained many thousands over a 25-year career in sales.

Much of the methodology taught in this course comes from analysing data from close to a million calls made by SDRs and telemarketers who have worked in Andrew’s own companies.

By analysing conversations and results from these calls, Andrew has built a proven methodology that is effective and encapsulated it in his book and sales training course, “Persuasive Prospecting.”

Agenda

Course Intro

Who Is It for and What Will You Get From It?

Module 1

“Prepare” - What You Don’t Know Will Be Exposed.

Module 2

“Objections” - Expect the Objection.

Module 3

Positivity Always.

Module 4

“Control” - The Battle For Conversational Control.

Module 5

Don’t Pitch to the Gatekeeper.

Module 6

Death by Intro - The Golden First 30 Seconds.

Module 7

Timing Is Everything.

Module 8

Follow the Script, But Don’t Follow the Script.

Module 9

“Budget” - Show Me the Money.

Module 10

“Questioning Techniques” - It’s Not What You Say It’s How You Say It.

Module 11

Learn From Every Call.

Module 12

“Closing” - The Secrets They Don’t Tell You.

Module 13

“Wrap Up” - Let’s Review What We Have Learned.