



# CRITICAL PROSPECTING™

## Dig Deep to Find the Prospects You've Been Missing

Expanding the customer base is an essential component of every successful sales strategy. But accomplishing that goal is easier said than done. Prospecting in today's marketplace is a sales discipline that requires a unique skillset -- one that goes beyond conventional cold calling techniques. The ability to identify and build the "perfect prospect" profile, leverage social media, develop a value message & personal brand, and establish credibility, trust and rapport are paramount in converting suspects to prospects, and grow a stronger pipeline for your sales organization.

Janek Performance Group's **Critical Prospecting™ Skills** program was designed from the ground-up to address the key areas that lead to successful prospecting and will provide your team with the skills to fill your pipeline with qualified prospects. It can be tailored and customized to your industry and market, and will teach your sales force the required best practices and behaviors to more effectively identify and engage prospective customers.

Sales leaders know that having a strong pipeline of qualified leads is essential to consistently hitting revenue targets. Critical Prospecting Skills will show you how this is done most effectively.

New customers are **2.8 times** more important to rapid revenue growth than repeat purchasers.

Scan Database research

### Smart Training Implementation Plans

After years of successfully supporting organizations achieve their sales objectives through our training services, we've realized there are few things more critical to the success of a training initiative than a well-designed training implementation plan.

Prior to the training, Janek will work closely with your team to develop a plan that focuses on three key areas: before, during and after the training. By creating a plan to prepare the participants prior to the training, delivering tailored training solutions and supporting the participants following the training, we ensure the highest ROI and overall results.

## Program Benefits & Outcomes

- Understand the critical importance prospecting plays as part of a successful sales strategy
- Identify and build “perfect prospect” profiles
- Know what critical information needs to be researched & gathered beforehand
- Develop skills to handle challenging gatekeepers
- Handle initial resistance and pushback when making prospecting calls
- Learn how to develop a “value message” that is most impactful
- Develop a communication framework and learn questioning skills to gain great insights
- Create your personal brand to engage the prospect
- Leverage social media to support prospecting efforts
- Develop a personal action plan to locate, win and grow more business

## Additional Services

- **Customization:** Janek can either leverage its existing suite of award-winning curriculum or provide robust customization services to create tailored training for your team.
- **Reinforcement:** Janek offers reinforcement programs to support the effective implementation of the skills provided in the workshop in real-world sales calls.
- **Measurement:** Janek supports clients in validating the effectiveness of the sales training in terms of performance improvement, business results and ROI.

**Ready to  
Get Started?**

To schedule a private training for your organization, visit [www.janek.com](http://www.janek.com) or call **800.979.0079** today.

## Target Audience

- Sales Professionals
- Sales Support Staff
- Sales Managers

## Workshop Length

- 1 or Multi-Day Format

## Participant Materials

- Training Workbook
- Job Aides
- Supporting Worksheets
- Program Certification

## Delivery Options

- Instructor-Led Classroom
- Instructor-Led Virtual
- Train-the-Trainer Certification

## About Janek

Maximizing your sales performance is Janek’s top priority.

Our trainers combine personal success as sales professionals with proven effectiveness as sales trainers. Meeting you where you are, we take you to where you want to be – with all the tools and strategies you need to reach your true potential.

To learn more about Janek and our training options, visit us online at [www.janek.com](http://www.janek.com).