Prospecting and Networking to Win New Business

OVERVIEW

Course duration: 1 day.

In today's hi-tech world, are you making the best of your business and social networking tools for prospecting and lead generation?

Prospecting is essential to expand your customer base. Networking is key to initiate the prospecting process. This workshop is all about combining the best of the well proven ways of the past to new and innovative methods. This one-day sales training course will provide opportunities to increase networking capabilities and to help you make the revenue you aim for.

IS IT RIGHT FOR ME?

This workshop is designed for anyone responsible for generating new business or looking for leads. It will be particularly beneficial for new or inexperienced sales people who want to enhance their networking capability.

WHAT WILL I LEARN?

By the end of this course you will be able to:

•   Generate leads without cold calling
•   Use more innovative ways to develop contacts and possible pipelines
•   Use social and business network sites in the most up-to-date way
•   Develop a personal networking strategy
•   Identify and meet key decision makers quicker

PRE-COURSE ACTIVITY

To make the most of the course, delegates are advised to bring their own smart phone (ie iPhone, Blackberry or other).

WHAT WILL IT COVER?

Seven Steps or Six Degrees of Separation
•   Working in reverse using this global recognised theory to access your decision maker
•   Create an access strategy to apply back in the workplace
•   Identify the networks you are plugged into and other possible networks
?   Trade associations
?   Professional institutes
?   Discussion forums
?   Google news
?   Google groups
?   LinkedIn
?   Twitter
?   Blogs
?   Webinars
?   Networking meetings

The Relationship Marketing Ladder

Social & Business Networking
- Networking to gain lead referrals
- Using pointers and retrievers to build a contact strategy
- Inter-departmental network exchange
- Creating ideas on networking opportunity types
- Actual network exchange
- Prepare your elevator pitch

Using Technology
- Maximising opportunities via web
- Using emails to gate crash

Your Personal Development
- Develop and take away your own networking strategy