



Prospecting for and Cultivating New Business

In any business, finding new customers and developing new business is one of the most critical ingredients for survival. No matter how good your service is, how low your prices are, or how poorly your competitors conduct business, losing some current customers is inevitable. In order to grow, new business development must outpace lost business. Knowing and understanding that is the easy part... making it a reality, however, is not so simple.

This training will equip attendees with strategies and tools to cultivate more new business and to develop it at a faster rate than many conventional methods. You'll walk through the early phases of the sales cycle from prospecting, to qualifying, to initial contact, and (what may be the most difficult sell you have to make) getting the appointment.

You'll recognize or reaffirm the necessity of each step in that process, and discover how to maximize your efforts. Working harder, making more cold-calls, and delivering the same old opening script won't guarantee more new business...that model doesn't work any more.

By attending this training, participants will:

- Identify the qualities that legitimate prospects have in common.
- Realize how to separate the players from the pretenders.
- Develop a “why” to get past the gatekeeper.
- Create an engaging introductory statement for the initial contact.
- Exchange and gather best-practices from others on their team.

Randy provides very thought-provoking strategies that can truly help you to improve, delivered in a highly effective manner.

David Seim / Lubbock Market Chairman / Happy State Bank

This was one of the most captivating and resourceful presentations I have ever attended. Randy was fun, energetic, and an obvious expert in his field.

Amber Laudan / Business Development Mgr. / Adecco

Teaching the Essential Elements of Excellence for work and life!