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For Sales: Create and Convert Leads



Finding sales leads is not a new problem,

just a different form of the problem that has faced salespeople since salespeople started selling. The buyer drives the sales process today. They are very well educated. They research and investigate before ever contacting or taking a call from a salesperson. This different environment requires a different approach by salespeople. Your salespeople need to shift their approach to be present when and where the buyer is looking for solutions.

Salespeople will leave the Create and Convert Leads Workshop with:

- ◆ **A clear understanding of the effects of the changing Buyer's Journey on their sales role**
- ◆ **Back to Basics with consistent execution of target planning, a well-honed introduction methodology and process to attract more prospects like their top 20% book of business**
- ◆ **How to more effectively use technology like LinkedIn to get more people to engage in conversations**
- ◆ **Today's Effective Selling System: Making the change from selling to being found and guiding the prospect to make the right decision**

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