



PROSPECTING: POWER YOUR WAY TO SUCCESS



Prospecting is a critical and ongoing challenge for anyone looking to build a successful, long-term business. When approached consistently and systematically, prospecting ensures a steady supply of potential clients or opportunities.

This training program aims to **provide a comprehensive understanding** of prospecting, including processes, techniques, personal commitment, and how to initiate and maintain the prospecting effort.

Objectives



Help sales representatives recognize the vital role of prospecting in maintaining a steady customer pipeline for business growth



Equip sales representatives with systematic methods, stressing daily commitment to consistent prospecting



Teach participants the business fundamentals, highlighting the value to customers and the importance of prospecting for success



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to learn more about PDC*

Highlighted Topics

1

Positioning for Prospecting

2

Getting Into Action!

3

Opportunities Through Cold Calls

4

Role-Playing and Simulation: Prospecting



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