

# SALESPERSON'S WORKSHOP: MODERN PROSPECTING METHODS

<b>PROGRAM CODE:</b>	✚ SPMPM-1
<b>PROGRAM DURATION:</b>	✚ 1 day: 8:30 a.m. - 4:30 p.m.
<b>WHO SHOULD ATTEND:</b>	✚ Salespeople and Sales Managers of all experience levels
<b>PROGRAM OBJECTIVES:</b>	✚ Motivate participants to prospect for new customers by understanding HOW and WHY ✚ Provide salespeople with modern and effective prospecting methods

## PROGRAM CONTENT:

- ✚ Where does business come from?
- ✚ Who and where are the buyers?
- ✚ Why we NEED to prospect
- ✚ Formulae for determining the number of prospected customers vs. walk-in customers required to meet monthly and annual sales forecast
- ✚ Types and methods of prospecting
- ✚ Why cold calling doesn't work
- ✚ Getting organized: Owner Records / Owner Follow-Up
- ✚ Mailing and road visits
- ✚ Personal newsletters
- ✚ Mining the dealership's "orphaned owners"
- ✚ Mining the dealership's service department customers
- ✚ Effectively mining current relationships
- ✚ Networking within the community
- ✚ Sponsorship prospecting
- ✚ Classified advertising
- ✚ Direct mail and e-mail advertising
- ✚ Web site advertising
- ✚ Creating your own web site

<b>WORKSHOP INVESTMENT:</b>	✚ \$325 / Participant ( group rates available )
<b>INCLUDES:</b>	✚ Comprehensive text-based manual ✚ Owner Record and Owner Follow-Up forms ✚ Personal Newsletter example ✚ Coffee, tea, refreshments ✚ Lunch