



Top business professionals build successful organizations by creating successful relationships with their clients and other professionals. Top business professionals have learned the law of recognition. **Good work must be recognized before it can be rewarded.** SalesLeadership's Sales Mastery™ Prospecting program will teach you how to make more contacts and better contacts by improving telephone skills and your ability to build centers of influence.

**It's not who you know.  
It is who knows you!**

**DEVELOPING AN EFFECTIVE  
PROSPECTING SCRIPT:**

Phone and foot canvassing

**August 2 and October 25, 2005  
7:30 a.m. – 9:30 a.m.**

Participants will learn how to use skepticism and engaging statements that lower the prospect's guard, qualify or disqualify and stop 'spraying and praying.' Learn how to get invited in for an appointment instead of begging for an appointment.

**At the end of this workshop, participants will:**

- Have an effective prospecting script that creates urgency and interest for prospects to meet with salesperson.
- Know how to lower defenses on a cold call.
- Understand why and how salespeople close too soon for an appointment, resulting in cancellations or no shows.
- Know how to create an 'image of difference' on the phone or in person. Stop looking and sounding like a commodity.
- Be able to quit playing games and start playing business.
- Overcome objection of loyalty to existing salesperson.

**A cold call  
doesn't have to  
be cold!**

## BUILDING BUSINESS BY BUILDING RELATIONSHIPS

Professionally targeting referrals

**September 12 & 19 and October 10 & 25, 2005**  
**Noon – 2:00 p.m.**

If anyone said selling is just about closing, most people would disagree. Likewise, getting referrals is not just about asking. The first principle and paradigm shift to make is that generating high quality consistent referrals is a process, not an event. It is about strategy setting goals and specific plans to meet your income goals by having an effective referral process.

**At the end of this workshop, participants will:**

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| <ul style="list-style-type: none"><li>▪ Understand the difference between tactics and strategy in a referral process.</li><li>▪ Understand why good referral sources are hesitant to give referrals.</li><li>▪ Understand why intent is a key motivator for creating a win-win for referral partners.</li></ul> | <ul style="list-style-type: none"><li>▪ Know how to get out of the referral business and into the introduction business.</li><li>▪ Understand the laws of commitment and influence when choosing referral partners.</li><li>▪ Know how to develop sponsors within target organizations to reach key decision makers.</li></ul> |
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**Investment \$695 per person**

**Included in the investment:**

- **DISC profile for each participant. A 26 page report summarizing behavioral style for each participant.**
- **One Prospecting and Referral Manual**
- **Five (5) – Two hour classes**

**To register:**

**call: 303.708.1128**

**online: [www.salesleadershipdevelopment.com](http://www.salesleadershipdevelopment.com)**

**email: [cstanley@salesleadershipdevelopment.com](mailto:cstanley@salesleadershipdevelopment.com)**