May 2023

HSMAI Ohio Chapter

Bob Anderson 2-Hour Training Outline

Length: 120 Minutes

Title: Proactive Prospecting – Miscues and Must Do’s!

Content:

* Not truly clear on “how” and “why” customers buy in today’s marketplace.
* FEAR! Face, it. Control, it. Own, it.
* Working too many accounts…why less is more.
* The six-touch system that converts a cold call into a warm relationship.
* Scheduling your time for prospecting success.
* Creating the “emotional interrupt.”
* 360o diagnostic of customer wants, fears, and needs.
* Think Different. Sound Different. Sell Different.
* Voice Messages that create curiosity and credibility.
* Emails that are Opened Read, and Acted Upon (Special post-session training Webinar).

Session Goals:

* To help each attendee leave with a plan and a system that will help them to target, connect and close new and better business more effectively.
* To increase top-line revenues and profits.
* To have fun learning!