

Prospecting and Winning New Clients

Hands-on course of 2 days - 14h

Ref.: PGN - Price 2024: CHF1 450 (excl. taxes)

EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Become proficient in helpful methods for preparing and organizing your pitch

Captivate your prospect with fast communication techniques

Prepare your scenario and optimize each contact

Manage your prospecting actions over time and measure them

TEACHING METHODS

Active and participatory instructional methods. Alternating theory/practice as applied to the context and experiences of the participants.

HANDS-ON WORK

Exercises that rely on trainees' cases, self-diagnostics, interview situations, and recorded telephone role-playing.

THE PROGRAMME

last updated: 04/2022

1) Getting prepared and organized

- Taking stock of your current portfolio.
- Identifying geographic sectors to prospect in.
- Listing types of companies to contact.
- Inventorying tools.
- Creating a file of prospects.

Exercise : Diagnosis using the SWOT matrix. ABC reading of the customer portfolio. Building the customer appointment puzzle. Crafting your prospecting plan and scheduling actions.

2) Learning how to make a message interesting

- Mastering interpersonal communication techniques.
- Practicing fast communication: The Elevator Pitch.
- Knowing how to introduce yourself.
- Observing the other person and practicing active listening.

Role-playing : "Elevator Pitch" : Preparing a condensed argument to introduce yourself in two minutes.

3) Crafting your arguments and tools

- Planning prospecting scenarios.
- Defining and choosing tools.
- Designing documents and materials.
- Making the actions and tools consistent.

Exercise : Overview of participants' strategies.

4) Prospecting over the phone

- Creating call scenarios.
- Preparing arguments based on prospect profiles.
- Triggering an appointment.
- Organizing and "timing" the pitch.
- Tracking your table of indicators and analyzing its results.
- Making each interview a chance to practice.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

- Developing your resistance to failure.

Role-playing : Practicing telephone prospecting situations.

5) Conducting face-to-face interviews

- Creating the interview scenario.
- Going through the phases of the interview.
- Succeeding in the discovery and pitch phase.
- Promoting your achievements and experience.
- Anticipating an improvised face-to-face.

Role-playing : Face-to-face interview scenarios.

6) Making a pitch and handling objections.

- Understanding how effective arguments work.
- Preparing responses to objections.
- Using objections to enhance your arguments.
- Plan ways to overcome objections.
- Make the price reveal less dramatic.

Role-playing : Managing customers' objections while maintaining the relationship.

7) Managing your agenda

- Learning to create a prospecting pace.
- Managing your prospecting calendar.
- Plan follow-ups with prospects.

Exercise : Organize your prospecting calendar compared to the mission's profile.

DATES

REMOTE CLASS

2025 : 27 Jan, 12 May, 17 Jul, 30
Oct