

# New Business Development

## Prospecting Skills for Business Professionals



### Program Agenda

- Prospecting System
- List Management
- Prospecting Objectives
- Scripting
- Gate Keeper and Voicemail
- Nurture Campaign

### Lewis Associates, Inc.

We are a Chicago-based training and consulting and firm. Since 1992, we have helped companies create *strategic business advantage* by developing the skills and performance of their people. We work with companies that want to enhance the results of their sales activities and improve their leadership effectiveness.

Based on a foundation of integrity and respect for the individual, we are responsive and flexible; resulting in a long term legacy of helping others achieve their goals.

**Old style prospecting consisted of closing and overcoming objections, essentially *arm wrestling* prospects into seeing you and eventually buying from you.**

Today, we live in a different era of selling. Instead of being limited to a few face-to-face calls per day, you can now cover your territory by phone.

In a few minutes you can send out e-mail broadcasts to qualified prospects and clients. And while you are wrapping up a sale, your computer can crack out twelve letters a minute. And who knows how many people can check your latest quote on your web page?

***It 's a different world, yet old methods still persist.***

The key to prospecting in today's modern economy is to *sell more to better prospects*. During this session, your sales professionals learn to generate a list of these better prospects, weed out the hopeless cases and launch a simple and highly effective campaign to turn them into customers.

During this session, the sales team develops a customized client acquisition system including email, fax and internet strategies. The sales team learns the most effective new client acquisition strategies and begins to apply the prospecting system immediately into their business, making a preemptive and quantum leap ahead of the competition.

*Monte Lewis is an excellent provider of sales and sales management services. His firm, Lewis Associates, delivered a highly professional sales process development service incorporating complex sales and sales coaching skills. I have used his services to launch a successful lead management team at Molex Incorporated which has led to an increase in sales results and improved customer satisfaction.*

Don Gushurst, Director Sales Development  
Molex

