



ANALYSE CREATE MOTIVATE

VUE on target

Confidence
Activity
Outcomes

The Art of Prospecting

You can't sell to an empty chair. As a result, Prospecting and Lead Generation in Professional Services is often the critical factor in the success and growth of the business. Yet advisers rarely receive training in prospecting or finding new leads.

On Target helps advisers understand the forgotten art of prospecting. Advisers learn the key methods by which an individual adviser can attract new prospects into the business including techniques of networking, seminars, warm calling, cold calling and keep in touch strategies.

Importantly, advisers also learn how to make prospecting easier and more successful. They learn the critical skills of screening new leads to ensure they are seeking out high quality prospects. Advisers learn how to categorise new leads to ensure they are approaching the right leads at the best possible time to maximise success.

Finally, advisers review the best practices of top business development experts and create their own 12 month business development plans.



On Target will help you...

Develop individual business development plans for each adviser. Establish your business development goals. Improve the effectiveness of your business development activities.

- Overcome prospecting fears
- Improve new client quality
- Create clear action plans
- Fine tune prospecting tactics
- Avoid frustration, procrastination
- Energise your advisers
- Enhance marketing initiatives
- Improve prospecting efficiency
- Make better use of time
- Improve marketing messages

Attitude

Sales are contingent upon the attitude of the salesman - not the attitude of the prospect.

W Clement Stone

On Target Workshop Agenda...

CREATE

Vue Consulting's Learning Methodology is called ANALYSE CREATE MOTIVATE, representing the before, during and after stages of a training experience.

The CREATE phase includes our Workshops and face-to-face learning. **On Target's** CREATE phase requires the equivalent of a two full days of Workshop time held as four half-days, 2-4 weeks apart.

The Workshop Agenda itself, covers the following modules...

Part 1 - Best Practices

- The Art of Prospecting, including
- Clarifying Benefit statements
- How to Qualify leads, including Screening and Categorising

Part 2 - Individual Tactics

- Calling, both Warm and Cold, including materials and practice
- Networking, including strategies, locations and inter-personal skills

Part 3 - Business Tactics

- Speaking, including Seminars
- Keep in touch programs, including Newsletters

Part 4 - Lead Maintenance

- Activity Plans, including CRMs/Spread sheets, as well as maintaining energy and persistence

ANALYSE MOTIVATE

See the Vue Consulting brochure for more details on the ANALYSE and MOTIVATE phases of our training.



ANALYSE CREATE MOTIVATE

On Target is particularly suitable for practices or advisers with...

High new client needs

You will create a plan to drive lead generating, prospecting and business development with clear goals.

Low prospecting experience

You will develop best practices in core prospecting skills, which can be applied to a range of prospecting activities.

Fears of prospecting

You will learn the true focus of prospecting and how this can empower your prospecting efforts and energy.

No in-house BDM

Advisers will become their own BDMs, better able to develop and implement business development activities.

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Limited marketing budgets

You will learn how to boost lead generating at an adviser level, without advertising or marketing campaigns.

No prospecting culture

You will work as a team to develop a new approach, common language and clear goals for prospecting.

Frustrating prospecting history

You will review and refine your existing prospecting efforts, working with your own documents and experiences for immediate practical effect.