

Securing Strategic AppointmentsSM

Developing new business opportunities can be challenging for even the most seasoned sales professionals. It is important to have a structured and repeatable process for determining the best way to communicate your reason for contacting a potential customer. Maximize your prospecting efforts by discovering the relevant business and industry issues affecting your potential prospects to truly make an impression within those first crucial points of contact.

Securing Strategic AppointmentsSM provides a solid foundation for new and experienced sales professionals to secure time with prospects as well as additional decision makers in a particular opportunity by targeting the most ideal candidates and connecting with them through relevant business and industry issues. Learn what three types of statements can appropriately structure your actions for a powerful and compelling message.

What You Will Learn

- Market Targeting
- Developing Challenge-Based Hypotheses
- Challenge Statements
- Solution Statements
- Outcome Statements
- Valid Business Reason Framework
- Closing for Appointments

Why You Should Attend

Securing Strategic AppointmentsSM is designed to build confidence and credibility for sales professionals who are responsible for developing new business or those who need to get meetings with additional influential players for opportunity advancement.

- Sales professionals will capitalize on past success as the organization builds a playbook of strong contact plans.
- Sales professionals will better connect with key buying influences by learning how to unearth relevant issues clients face.
- Sales professionals will learn a consistent method for gaining better results from their business development efforts.
- Sales organizations will gain a process for better coaching toward effective business development.
- Sales organizations will have a framework to capture and share knowledge gained through successful sales.
- Sales organizations will achieve higher contact rates and higher appointment ratios through the adoption of the program's process.

Securing Strategic AppointmentsSM Overview

In the *Securing Strategic AppointmentsSM* program you will learn, apply, and practice the following contact planning techniques:

Market Targeting

- Determine the right target audience.

Developing Challenge-Based Hypotheses

- Define the key current issues faced by prospects.
- Test the hypotheses.
- Build on recent company successes.

Challenge Statements

- Convey messages that resonate with prospects and key buying influences on *their* terms.

Solution Statements

- Resolve client issues.
- Relieve individual pressure with reference selling.

Outcome Statements

- Create value and interest

Valid Business Reason Framework

- How not to sound scripted.
- Position to build credibility for future calls.
- Pre-contact preparation.
- Building on success stories.

Closing for Appointments

- Securing meetings, appointments, and referrals.