



Goal-Setting & Prospecting Plan Development Workshop

A half-day program that helps sales reps grow their business

Overview

Sales reps are historically lax when it comes to planning and thinking strategically. That's because they tend to be independent mavericks who like to "wing it." However, research indicates that those reps who make a detailed plan and monitor it throughout the year, end up making substantially more commission revenue.

As a professional sales trainer and consultant, Jeff Beals leads sales teams through an in-depth workshop that will result in clear, quantifiable and measurable goals for the coming year. Even more important, each rep will also develop a personal business plan and prospecting strategy that will guide them to their goals.

Topic Covered

1. How to avoid the goal-setting mistakes that sales reps typically make.
2. Developing your actual individual goals for next year. Everyone leaves with a plan.
3. How to stay true to your core values while planning your next year.
4. Identifying bad personal and business habits you want to eliminate.
5. An honest assessment of how each rep did in the past.
6. Developing your personal business plan for next year.
7. Developing your personal lead-generation and prospecting plan for the coming year.
8. How to make your prospecting more efficient and focused next year.
9. Making your personal brand more widely recognized and highly respected so you can use it for prospecting purposes.

Additional Material

Some companies decide to expand the workshop to a full day in order to include sales training topics such as "prospecting," "how to engage cold prospects to grow your pipeline" or "closing deals."

Timing

These workshops are normally held in November, December or January.

Contact

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