

Gain Access to Key Executives

Prospecting to Executives is a one-day, interactive workshop that helps professional salespeople gain access to key executives in prospect organizations.

Based on findings from research with executives in each global region, *Prospecting to Executives* makes a unique contribution to the sales profession that is empirically accurate and culturally sound.



Learn how to...

Target the Right Executives by determining how to mitigate the challenges associated with calling on prospect executives and understanding the level of preparation required before even picking up the phone to contact an executive.

Plan and Organize Information Sources so as to optimize prospecting opportunities within a sales territory. Learn to tap into a variety of lead sources, including those available using the Internet.

Conduct Research in Key Areas by analyzing the executive's key business issues. Follow the executive thought process to identify how external forces drive internal initiatives. Research the executive, the company and their industry using the *Guide to Internet Resources*, a concise tool to help you harness the power of the Internet.

Make Initial and Follow Up Calls on executives in the prospect organization, using templates designed to help you gain access and conduct meaningful conversations with key executives about issues important to them.

Learning is supported by a series of realistic activities and meaningful role plays.

Participants then apply the process to real prospect situations.

Conduct Face-to-Face Executive Calls by practicing in the penalty-free environment of the workshop. Plan and execute calls on prospect executives, using the techniques discussed in the workshop.

Who

Prospecting to Executives is designed for professional salespeople who need to effectively access and leverage contacts with prospect executives.

How

The workshop is delivered in one day by an experienced facilitator with extensive business-to-business sales experience. It is extremely interactive, using individual and team activities, as well as several realistic role plays.

About the Research

Some of the concepts and models in the workshop are based on the results of interviews and surveys with executives where we learned what it takes for salespeople to stand out from a sea of look-alike competitors.

Original research was conducted in 1995, 1999 and 2003 by Stephen J. Bistriz, Ed. D., with the assistance of Hewlett-Packard, the Kenan Flagler Business School of the University of North Carolina, Target Marketing Systems, Inc., and the Center for Business and Industrial Marketing at Georgia State University.