VISUALIZE™

Vortex Prospecting

Workshop Overview

It's a noisy world. Messages bombard us. The inbox is full. Buyers don't think they need your products or services. Given this reality, it's hard for your sales reps to start conversations and nail down meetings with prospects. How do you maximize their success in getting those meetings? The answer: Vortex Prospecting™ from ValueSelling Associates. In a complex sales environment, there is a way to consistently fill the pipeline with qualified leads and generate the results your company demands. Vortex Prospecting™ is a repeatable, cadence-based approach that works for all sales reps whether account-based, market-based, geography-based or tele-sales.

Do you find your reps are:

- Busy but not productive?
- Afraid to pick up the phone and get more meetings?
- Unsure of what to say when leaving a voicemail?
- Ill-equipped to leverage social media for prospecting?
- Giving up too quickly when cold calling?
- Missing the skills to handle objections when asking for a meeting?

Vortex Prospecting™ helps to build a funnel based on a consistent process through multiple channels and numerous touch points, resulting in your team's ability to:

- Increase the number of meetings
- Generate interest with customized messages and value-added interruptions
- Predict a prospect's likely issues and challenges
- Improve access to decision-makers
- Gain skills and confidence to connect with your target

The Vortex Advantage

Vortex Prospecting™ provides a framework to prospect at scale using a personalized approach. This highly interactive, instructor-led workshop integrates best practices and NLP approaches to cold/warm calling.

The workshop is customized to your team, target market, and technology stack. Participants develop the skills to:

- Capture attention in the first 10 seconds
- Write compelling scripts for all types of interactions
- Use anxiety, influence, and motivation in your messaging to create interest
- Leverage technology to improve productivity
- Handle objections and employ value-added interruptions
- Create a prospecting plan and weekly cadence that works

Vortex Prospecting™ creates a management process that supports business development. You gain tremendous value and insight by measuring success and capturing metrics that can be managed for long-term success.

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