

Prospecting 2.0

Cold calling RIP. How to acquire new clients in a Web 2.0 world without resorting to cold calling



The content rich one-day Masterclass will cover:

- Buyer 2.0 – the hectic company buyer
- What is Prospecting 2.0
- Segmenting your market
 - Becoming a true expert
 - Value propositions
 - Problems/pains you solve
- Researching internal and external Trigger Events
 - Precision Google searching
 - Google Alerts
 - LinkedIn Groups
 - Search.Twitter
- How to be recommended and referred online
 - Current customers
 - LinkedIn Advance Search
 - LinkedIn Networking
 - LinkedIn Group activity
- Establishing expert footprints on the internet
- Making contact with emails that work
- Making contact by phone
 - Rules for success for now
 - Call structure that brings results
 - Scripting
 - Gatekeepers
 - Knee Jerk Reactions – overcoming the first objection
- Incubating – allowing the 14 touch point rule to work for you.

This one day Masterclass will revolutionise how you acquire new clients and uses the latest web tools and strategies to achieve your client acquisition goals.

Corporate Buyers are more in control than ever before, have all the information they need at their fingertips and are too hectic to take your cold calls.

The effectiveness of the traditional telephone prospecting has evaporated as gatekeepers and voice mail take their toll.

Using Prospecting 2.0 strategies, you can once again, gain the upper hand and achieve your appointment targets right from your PC or Smartphone.

In this content rich, bang up to date, tactics to use the very next day, Masterclass, Paul will take you through how you can maximise Web 2.0 to increase your revenue.

Accompanied with full workshop material and a 60 minute audio series to help reinforce the learning.

Call or email now to discuss how we can tailor the Masterclass for you



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