

# Sprint Prospecting™

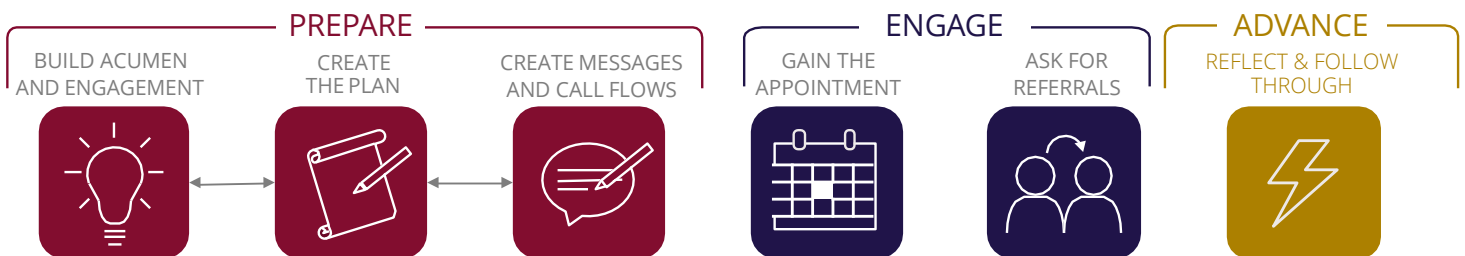


Introducing **Sprint Prospecting™**, the newest sales training program from Richardson Sales Performance that equips your sales professionals with an agile approach to targeting, messaging, and engaging high-potential prospects to develop relationships and pursue new business opportunities with existing or new customers.

Pipeline is the lifeblood of any sales organization. In today's environment, it is critical to have an approach that helps your sellers effectively reach the right audience in a manner that captures their attention and makes them want to engage in a conversation. Our new Sprint Prospecting program equips your sellers with an agile sprint methodology to create powerful messaging, engage prospects, and advance conversations. The program covers key concepts such as:

- **Prepare with Critical Thinking:** Increase odds of success by improving every facet of prospecting: identify ideal customer criteria, engage in social environments with relevant insights, build powerful messaging to stimulate interest, and leverage proven data to create the cadence for a successful multi-touch prospecting plan.
- **Engaging with Potential Customers:** Overcome challenges posed by gatekeepers by engaging with them in a collaborative fashion and apply a prospecting dialogue model designed to align to the prospect, leverage critical conversation skills and result in a sales appointment.
- **Advancing the Conversation:** Ensure appropriate next steps as your sellers advance to an opportunity pursuit. Leverage tools to reflect on what went well and what can be improved, and ensure your sellers follow through on commitments made to the prospect or customer.

## Key Concepts Covered in the Program



# Selling Sprints in Prospecting



Selling Sprints are how your sales professionals move through the phases of an opportunity pursuit and engage with the customer. A sprint is a burst of activity that revolves around key moments of conversation with the customer, and consists of 3 components: **Prepare-Engage-Advance**. Each sprint should result in a mini close.

In our Sprint Prospecting program, we teach your sales professionals how to apply selling sprints to embrace the dynamic nature of engaging and selling, and integrate specific techniques, skills, and tools to progress each interaction. By applying selling sprints in their prospecting efforts, sales professionals will learn that each customer interaction -- from an informal, social engagement to a more formal, initial meeting-- arms them with knowledge needed to assess the next best move against their original objectives. This helps sales professionals to stay agile and adapt as they ultimately attempt to move prospecting efforts to more, involved selling efforts. Applying Selling Sprints in prospecting also teaches your sales professionals how to think more objectively and strategically as they plan and execute a single sprint at a time, and adapt future sprints based on the outcome of sprints completed.

## Delivery Options

Richardson Sales Performance's new **Sprint Prospecting Program is a blended offering:**



- 2 x 4-hour V-ILT sessions
- OR
- 1-day ILT session



- Richardson's Accelerate™ Digital Learning Platform for:
- Pre-workshop learning
  - Post-workshop sustainment activities
  - Measurement tools and reporting

## Template & Tools

<b>1 TOUCHES 1-3</b> Phone call Social touch Email	<b>2 TOUCHES 4-5</b> Phone call (a.m.) Phone call (p.m.)	<b>3</b>	<b>4 TOUCHES 6-7</b> Phone call (a.m.) Email	<b>5 TOUCH 8</b> Social touch
<b>6</b>	<b>7 TOUCHES 9-10</b> Email Phone: Voicemail	<b>8</b>	<b>9</b>	<b>10</b>
<b>11 TOUCHES 11-12</b> Phone call (a.m.) Email	<b>12 TOUCH 13</b> Phone call (p.m.)	<b>13</b>	<b>14</b>	<b>15 TOUCHES 14-15</b> Phone: Voicemail Email

Proven, Multi-touch Cadence

Source: SalesLoft

<b>TARGET AUDIENCE</b> Targeted Individual Targeted Group Targeted Market General Marketplace	<b>TOUCHES</b> One Touch   Multiple Touches Timing and Cadence Responsibilities Manual   Automated
<b>DELIVERY APPROACH</b> Phone   email   Direct Message Social Discussion Group   Tweet Text   Mail   Blog   Conference Video   Webinar   Virtual Event	<b>MESSAGE TYPES</b> Value Statement Menu of Pains   Value Proposition Customer Success Story Thought Leadership/Research Combination

Prospecting Plan Components

**RICHARDSON SALES PERFORMANCE** is the global leader in sales training and performance improvement. The improved sales training company drives accelerated growth by simplifying and solving the sales-growth equation. From ensuring your sales managers are executing the right activities to equipping your sales team to drive a buyer-aligned sales process with exceptional skills and strategies, we will guide your sales organization through a digitally-enabled performance journey that excites, engages and reveals results. Get to know us and experience what is possible – managers who know exactly how to drive growth from their teams, customers who see the difference in how your sales team shows up and a clear path to outperformance.

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