

Sprint Prospecting™

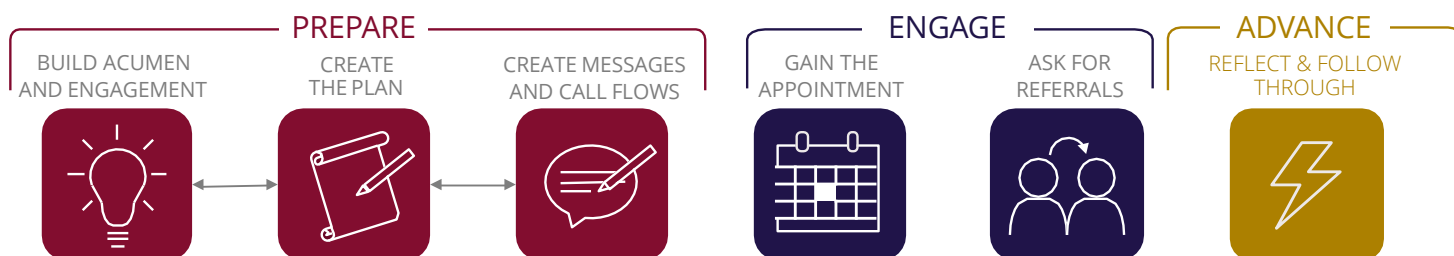


Sprint Prospecting™ equips your sales professionals with an agile approach to targeting, messaging, and engaging high-potential prospects to develop relationships and pursue new business opportunities with existing or new customers.

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

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

Proven, Multi-touch Cadence

Source: SalesLoft

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

Prospecting Plan Components

Richardson is how leading sales organizations around the world are getting better results from their investment in sales training. For far too long, companies have had to deal with a big disconnect between their training and their actual sales strategy, culture, systems, and customers. To make real change happen, you need more adaptable content so you can build agility with a wider range of relevant capabilities. You also need more useful technology that integrates with your CRM and helps your reps get better deal by deal. And you need more visible progress with helpful metrics connected to your systems so you can see in real-time how your reps are impacting business outcomes. That's why industry leaders all rely on Richardson. And it's how our clients find more customers, win more opportunities, and grow their most strategic accounts.

Richardson | This is where it gets real™

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