



THE PROSPECTOR'S ACADEMY™

The First Total Solution for Successful Telephone Prospecting

Introducing The Prospector's Academy™

At ColdCalling101, we are exclusively focused on the very beginning of the sales process: helping sales teams consistently get in front of *more targets in less time*. We have developed an integrated approach to prospecting that can be applied in any sales setting, for any company, in any industry. Our program is called the **Prospector's Academy™**. Most of our customers are in business to business selling environments (both face-to-face and pure telesales), but because the same principles apply in any appointment setting process (and call), we have also helped companies in business to consumer selling environments as well. Regardless of how they define their go to target market strategy, they all share one thing in common: a need to get in front of more new potential customers in order to be successful.

The **Prospector's Academy™** delivers all the components required to jumpstart and sustain your company's much more successful approach to customer prospecting.

The Challenge

Sales managers consistently tell us they are confident in their sales team's ability to close business once in front of a target. Their biggest barrier to success in closing new deals is their inability to *get enough Initial Appointments* to begin the selling process.

There are many talented people in sales, so why has it proved so difficult for sales teams to solve this problem over the years? At ColdCalling101, our research and experience with our clients led us to conclude that everyone has been operating under a *mistaken assumption* – the assumption that to get quality targets *into* the pipeline we can just use the same processes, skills and tools that work so well to move a prospect *through* the pipeline to closure. After all, selling is selling, right? (See Art Information Sheet for more explanation.)

The result has been the application of a traditional approach to prospecting that has been both *ineffective* and *inefficient*. Some companies tried to address efficiency by using the same CRM and sales force management applications that they use to help them drive prospects through the pipeline. Some companies tried to address effectiveness by applying the same scripts and objection handling approaches they use later in the selling process. And when all of that failed to consistently get the desired results, most sales managers fell back on the traditional mantra: "Make more dials!"

Fortunately, ColdCalling101 can now offer you a better way.

Meeting the Challenge with The Prospector's Academy™

The primary goal is simple – to achieve the required number of Initial Appointments with as few dials as possible in as short a time as possible. The result is to efficiently and effectively keep the sales pipeline populated, and release as much time as possible for the sales team to move prospects through the pipeline to successful closure.

The ColdCalling101 solution has been designed using well-established principles of management and psychology, and is strongly grounded in practical experience. The solution provides an all-encompassing and integrated approach to meeting the prospecting challenge, covering all aspects of prospecting performance. Our solution, the **Prospector's Academy™**, is therefore much more than a skills training course and more than a toolset. It is a solution that will transform the sales team's whole approach to prospecting. We treat this challenge as a business process and break it down into its component parts, providing the tools and processes to easily monitor, measure and manage it through metrics.

Introducing a fundamentally different way of working is no trivial task, so the **Prospector's Academy™** includes an intensive total immersion training program that actually helps prospectors learn on the job, and ensures that time away from pipeline selling activities is kept to an acceptable level.

The Results

The **Prospector's Academy™** generally enables ColdCalling101 clients to achieve a **doubling** or better of the number of Initial Appointments being set and to experience a measurable ROI within the first buying cycle.

The table below shows how the comprehensive approach of addressing both **efficiency** and **effectiveness** simultaneously can have a dramatic affect on sales revenue, even when the improvement in any one metric is modest. In this realistic example we show the results of:

- doubling the number of times we can reach out to our targets in the same amount of time;
- increasing the percentage of the time we get through to the decision maker (by just one percentage point);
- increasing the percentage of conversations that resulted in an appointment (by only four percentage points).

In this illustration, we've assumed that the final closing percentage remained the same, yet the impact on the final revenue number is substantial – a 175% increase – because of the fulcrum effect generated at the front end of the selling process by moving the needle on all three key metrics simultaneously.

Dials per Week	Dials to Conversations	Conversations to Appointments	Appointments to Sales	Average Sales	Revenue	% Revenue Improvement
50	8%	18%	25%	\$12,000	\$96,000	- 0 -
50	9%	18%			\$108,000	13%
50	9%	22%			\$132,000	38%
100	9%	22%			\$264,000	175%

Results like these simply cannot be achieved by working the traditional processes harder and longer. Only the fundamentally different approach offered by the **Prospector's Academy™** provides all the components you need, integrated so that *your company* can achieve this sort of success.

Program Components

To achieve successful improvements, we need a solution that addresses all aspects of the process in a fully integrated way. The **Prospector's Academy™** achieves results through a combination of the following five customized components.

- The **Art** of prospecting provides the skills and techniques needed to dramatically improve the **effectiveness** of prospecting conversations, resulting in the ability to convert a higher proportion of conversations into genuine appointments. The Art includes understanding how to:
 - deftly and professionally get through to the decision maker more often;
 - control the flow of the conversation with the target;
 - effectively Counter the inevitable negative responses;
 - secure an agreement to meet – with a genuine qualified target.
- Prospecting **Best Practices** provide a well-defined and proven framework of processes and guidelines customized for each business. Best Practices boost **effectiveness** by providing prospectors with quick and easy access to all the information they need to enable them to best exercise the Art. Best Practices increase **efficiency** by reducing wasted effort, improving time management, and increasing focus on priority tasks. Among other things, Best Practices include:
 - the definition of who and where are our best targets;
 - how to best approach those targets (canvas, email, direct mail, phone, etc.);
 - who we want to meet with within those target companies,
 - defining the size of a territory,
 - how many times to call and the timing of those calls; and
 - the messaging used in voicemails, emails, and/or videos.
- The **Science** of prospecting is based on **Klpz**, ColdCalling101's specialized web-based prospecting application that delivers measurable **efficiency** improvements. Klpz enables prospectors to confidently execute their Best Practices in the most efficient way. With the support of Klpz, callers will:
 - spend just the right amount of time on each step of their Best Practice process;
 - consistently be able to accomplish tasks more accurately;
 - deliver results with less physical and mental effort;
 - benefit from automated tracking and reporting of results;
 - be able to confidently handle **hundreds** of targets simultaneously.
- **Management** addresses sustainability. There is a direct correlation between the sustainability of the performance increases that will occur as a result of the **Prospector's Academy™** and the level of active management involvement in the program. So we bring focus to making sales managers competent, accountable, and committed to the program, not just the sales professionals. The Management module provides sales management with the skills and knowledge they need to:
 - understand how best to support and coach their sales team members;
 - be able to monitor the process;
 - accurately measure the results; and then

- be able to confidently make decisions based on the accurate and timely information provided.
- We introduce the **Prospector's Academy™** to the sales team and to management through a unique **Total Immersion** training program. This is a concentrated program of intensive activities interspersed over a two-week period. It delivers all of the components required to jumpstart the implementation of the new processes. The program features web-based tutorials and lots of practice, combined with scheduled blocks of time for making calls to targets (Call Blocks) so that prospectors immediately apply what is learned. The program:
 - provides a concentrated focus on the subject matter;
 - leverages how people learn best;
 - helps prospectors learn on the job, generating real appointments as part of the learning process;
 - provides immediate and continuous reinforcement of Best Practices;
 - ensures that time away from pipeline selling activities is minimized
 - enables the immediate generation of ROI.

The Cost of Prospecting the Same Old Way

It's easy for company management to continue to think about prospecting in the same old way. (After all, if we do what most everyone else does, it can't be so bad can it? Let's just get everyone to focus a bit more and we'll get results.)

Therein lies the danger. Now that we know how ineffective and inefficient the traditional approach to prospecting is, there's no excuse for management complacency. Let's review a few of the problems that companies experience every day – problems rooted in a traditional approach to prospecting that is now seriously out of date.

The traditional approach to cold calling has sales professionals prospecting without a well-defined process, with little or no training in the specialized skills and techniques that apply to appointment setting, and just as important, with no metrics to help them be more successful. No wonder most sales people believe that cold calling is hard work, and not much fun. The old way makes it really difficult for sales professionals to be successful in setting appointments with new prospects. Prospecting has become so burdensome that most come to believe that cold calling is not a useful way to spend their time, and so they simply don't do enough of it to keep the pipeline full. Some of the consequences are:

- Companies fail to generate enough revenue from new prospects, which means they depend too much on the existing base for revenues. This inhibits growth, and increases the exposure to revenue shortfalls, especially in times of severe economic conditions.
- Sales professionals waste time working futilely on deals that will never close because they would rather struggle with any existing prospect rather than go through the perceived pain of trying to find new prospects.
- When there are too few quality prospects in the pipeline, sales teams push to close business 'at any cost'. This results in lower margins, both on the original sales and those that follow.
- Turnover of sales professionals becomes higher than it need be. Otherwise effective sales people fail to meet their targets because they can't get enough prospects into the

pipeline. People leave because they are frustrated, can't make enough money, or they're perceived to just not be up to the task. Recruitment of replacements diverts management effort, and new team members take time to become truly effective.

- Some sales teams can become really discouraged – simply because of the prospecting issue. Signs of frustration and negativity become apparent: “We need more activity” and “We can't afford to lose this deal”

Imagine how the motivation of the sales team would change if we dramatically improved our success in the key area of driving new prospects into the pipeline, and if we did it all with reductions in effort, heartache and frustration. The discussion would immediately change focus to the work in the pipeline itself. “Wow, more prospects – let's get better at prioritizing.” ... “Pipeline's looking, great – let's concentrate on creating some solid proposals out and close some deals!” A totally different atmosphere from the, “We need more activity, get out there and pound the phones” most of us experience today. It can be done!

In Conclusion

As sales managers, we have historically struggled to gain the substantial leverage to the top line revenue stream that is possible when our sales teams are able to consistently set more **Initial Appointments**. Sales teams have been failing at that critical first step in the selling process because we have never had a comprehensive solution that addresses all of prospecting's moving parts, including how to effectively change the behavior of our sales teams. It's been an elephant in the corner of the sales bull pen that everyone ignores because, up to now, there has been no proven approach to solving the problem.

Now ColdCalling101 has successfully addressed this challenge. We now know that when addressed in the right way, prospecting provides the most return for the effort in the business process of finding new customers. We encourage you to contact us and let us show you what the return on your effort could be for your sales team.

Find Out More

Additional ColdCalling101 Information Sheets:

- The **Art** of Telephone Prospecting – Skills and Techniques
- **Best Practices** – Telephone Prospecting Customized for Your Business
- The **Science** of Telephone Prospecting – Klpz
- Sustaining the Gains with Effective **Management**.
- **Total Immersion** Approach to Training

Visit our website at www.coldcalling101.com. Phone us in the US at 214.483.5800.

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