

PROSPECTING AND PITCHING FOR BUSINESS



Sales Course

LEARNING OUTCOMES

- Learn effective strategies to prospect and research your marketplace, identifying high-potential opportunities.
- Use influence mapping to leverage contacts in existing accounts and maximise the value of your network.
- Prioritise accounts in your sales pipeline to ensure your time is focused on the highest return opportunities.
- Master the art of securing and conducting successful meetings over the phone.
- Develop techniques to pitch confidently, including building rapport, asking the right questions, actively listening, and presenting solutions that meet the customer's needs.
- Make a strong first impression and deliver answers in a way that engages the customer and drives successful sales outcomes.

COURSE OVERVIEW

This course equips sales professionals with the tools and strategies to target the right prospects and build a strong, sustainable sales pipeline. Learn how to research your territory effectively, identify high-potential opportunities, and plan your approach for maximum impact. You'll also master techniques for securing and running successful meetings over the phone and discover proven methods to deliver compelling sales pitches that capture attention, build trust, and convert prospects into loyal customers.

TOPICS COVERED IN THIS COURSE

Welcome and Introductions

Kick off the course by introducing participants, setting expectations, and outlining the learning objectives. Establish a collaborative environment to maximise engagement.

Planning and Prospecting

Explore strategies to research your territory, identify potential opportunities, and prioritise accounts that provide the highest return on your time and effort.

Influence Mapping

Learn to identify key stakeholders within existing accounts, understand their influence, and leverage relationships to create new opportunities and strengthen existing ones.

Pitching with Power

Develop techniques to deliver compelling sales pitches, tailor your message to the audience, and engage clients effectively during every stage of the sales process.

Building Rapport & First Impressions

Use tone, body language, and active listening to create instant trust and a positive connection with potential customers.

Effective Questioning & Giving the Answer

Master the art of asking the right questions to uncover real needs and present solutions clearly, confidently, and compellingly.

Objection Handling & Closing

Learn strategies to handle objections calmly, professionally, and effectively, while confidently guiding prospects toward a successful sale.

Practical Sessions & Review

Apply techniques in real-world scenarios, receive feedback, reinforce learning, and build confidence to use these skills immediately.