



New Business Development

How to find new customers and close more sales

- Develop a mind-set that makes you unstoppable
- Build a healthy sales funnel full of high-value and qualified prospects that that leads to more closed sales
- Get more appointments through a multi-channel approach including phone, e-mail and social media

This practical programme is designed for **Sales Professionals** and others who are required for prospect for new opportunities. Delegates will learn the right mindset, skills, tools and processes to create a healthy pipeline of potential new customers.

The biggest issue facing salespeople today is getting access to qualified, high-value prospects. Without a healthy sales pipeline, sales dry up. It has become a lot tougher to get access to these decision makers and cold calling by itself is no longer working.

The solution: Target, engage and optimise



Target: Choose your prospects wisely and build a personalised



Engage: Combine social selling, calls, e-mails, videos etc. to



Optimise: Achieve consistent results by applying the system with

What you will learn

1. **Plan your strategy:** Identify your market and do some research – find the pain.
2. **Act decisively:** Work on your mind-set and commit to doing the hard work.
3. **Craft a compelling narrative:** Structure a value-based story communicated via multiple channels.
4. **Engage:** Build your personal brand and communicate your message. Use multiple channels – LinkedIn, email, phone, voicemail, video, and WhatsApp.
5. **Make those calls:** To prospect successfully, you need to be able to have meaningful conversation on the phone.
6. **Optimise the system:** Scale the system by consistently implementing what works.

"Tim made me realise why I was struggling to get people to talk to me on the phone. It was a simple change but has made me so much more successful."

Contact Centre Agent: A1 Financial Services

"I couldn't believe it. Using the multi-channel approach, I started booking three times the appointments."

Financial Advisor: Sanlam

Module 1: Build your strategy

Master the concepts of the buyer's journey, sales process, and methodology.

- ✓ Overview of the NBD process.
- ✓ What is a multi-channel approach and why is it necessary?
- ✓ How to build a bulletproof mind-set.
- ✓ Build your value proposition.
- ✓ Collect social proof stories and case studies.

Module 2: Research your customer

Research your customer and identify how you can help.

- ✓ Build an Ideal Account Profile (IAP)
- ✓ Target 32-50 accounts
- ✓ Understand your customer (persona)
- ✓ Conduct your research.
- ✓ Understand the job to be done.
- ✓ Uncover the "pain" and look for trigger events.

Module 3: Craft your narrative.

Create a narrative that will over time generate your prospect's interest.

- ✓ Start with the results you help customers achieve.
- ✓ Provide context.
- ✓ Provide examples of how you have helped other customers.
- ✓ Focus on what you can do for your customer – appeal to the emotions.

Module 4: Write high impact e-mails.

Create high compelling e-mails that drive responses.

- ✓ How to write an engaging subject line
- ✓ Elements of a compelling e-mail:
- ✓ Concise / Scannable / Stand-alone / Relevant
- ✓ Always end with a call to action
- ✓ The signature
- ✓ Embed videos into your e-mails.
- ✓ Examples of good e-mails

Module: 5: Engage over the phone

Improve your phone skills and get the appointment.

- ✓ Should you use a script?
- ✓ How to manage an in-bound lead.
- ✓ Steps to a successful outbound call.
- ✓ Be relevant.
- ✓ Look for internal referrals.
- ✓ How to leave a voicemail.

Module 6: Social Selling

Use LinkedIn as your personal website and engagement platform.

- ✓ The value of Sales Navigator.
- ✓ Build a profile that acts as your personal web page.
- ✓ Search for the right prospects
- ✓ Engagement process:
- ✓ Follow your prospects.
- ✓ Like and comment on relevant posts.
- ✓ Publish an update.
- ✓ Connect with prospects.
- ✓ Qualify and offer value.

Module 7: Other engagement elements

If you are creative there are several other tools you can use to prospect effectively.

- ✓ The power of video.
- ✓ Educate prospects (useful content)
- ✓ Bots and WhatsApp
- ✓ Facebook, Twitter, Tiktok etc.

Module 8: Apply the system

The secret to successful prospecting is consistency.

- ✓ Build your story.
- ✓ Set your combinations: LinkedIn, call, voicemail, e-mail.
- ✓ Decide on the rhythm. (Cadence)
- ✓ Set up your e-mail sequence.
- ✓ Implement