

# Critical Prospecting™ Skills

## How Top Performers Sell

Today's marketplace requires smarter, more efficient targeted prospecting and qualifying that fills the pipeline with quality prospects. To reach modern customers, your team needs Critical Prospecting Skills.

Critical Prospecting Skills is a proven prospecting methodology that teaches sales professionals to consistently reach, qualify, and interact with viable prospects in order to keep the pipeline well-stocked and achieve your sales goals.



### Benefits of Critical Prospecting Skills

- **Achieve sustainable prospecting success** by using a proven prospecting approach
- **Increase prospecting effectiveness** by pursuing high-value prospects and keeping the sales pipeline full
- **Gain access to more prospects by** using skills and best practices to identify prospecting sources and gain referrals
- **Increase interest** by delivering compelling value messages that resonate with prospects
- **Expertly secure and execute** successful first meetings with prospects to gain interest and move the opportunity forward
- **Maximize prospecting effectiveness** through personal branding, networking, and managing online presence



### Quick Facts

#### Perfect for

- Sales Professionals
- Sales Managers
- Sales Executives
- Sales Support Staff

#### Workshop Length

- 1-day or multi-day format

#### Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Materials delivered print & digital

#### Delivery Options

- Instruction-led classroom
- Instruction-led virtual
- Train-the-trainer certification

### Program Objectives of Critical Prospecting Skills

- Identify common prospect sources and **determine the characteristics of a high-value prospect**
- Prioritize prospecting efforts through **gaining critical prospect data**
- **Create concise value messaging** to pique prospect interest
- Develop effective qualifying questions **to identify high-quality opportunities**
- Effectively make contact with prospects by **delivering an effective communication framework**
- Create a strong personal brand that helps ensure a sustainable positive image
- Recognize in-person and online networking opportunities to **increase prospecting efforts**

### Maximize your sales training investment

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

#### Customization

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

#### Measurement

Validate training effectiveness in terms of performance improvement, business results, and ROI.

#### Reinforcement

Take advantage of our turn-key and hands-on training reinforcement solutions.

#### Technology

Use an innovative technology solution to reinforce training in a convenient and fun format.

**"The training was excellent. The trainer did an incredible job connecting with the team and making the message relevant. Every member of the team I have spoken with the past two days has raved about the program. We are very pleased."**

Daniel Natterman  
SVP Business Development, Unidine



### About Janek

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

#### Ready to get started?

To schedule training for your organization visit [www.janek.com](http://www.janek.com) or call **800.979.0079**

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