



Inspiring A Professional Sales Attitude

SALES MOTIVATIONAL KEYNOTE
Sales motivation – “Prospecting – The most underused selling skill in sales”

Developed and presented by RAY PATTERSON
Sales trainer and conference speaker.

Talk title.

“Prospecting – The most underused selling skill in sales”

Audience.

This talk is suitable for anyone in sales. (Salespeople, Sales Managers, Sales Directors, CEO's, Company Owners, and anyone responsible for driving sales)

Talk outline.

60 minutes.

One of the most powerful selling skills that you can have when it comes to increasing your sales is prospecting.

You cannot achieve your full potential in sales without prospecting for new business.

New business is the lifeblood of any organization. Very few companies can be successful by relying only on their existing customer base.

Some companies spend a lot of money on marketing to generate enquiries that they can pass on to the sales team. But this does not always generate enough leads for the salespeople to achieve their sales targets.

Despite these problems being a serious threat to the company's survival, very little if anything is done by the company or the salespeople to promote prospecting. Very few salespeople make any effort to find their own leads.

If you take a list of 10 potential customers and you phone them to get an appointment you will probably get between 2 and 3 appointments (If you are lucky).

If you sent an e-mail out to the same 10 prospects and asked them to respond you will probably, no, *definitely* get 0 responses.

If, however, you “Walk in” and cold-call the same 10 prospects you could get between 5 and 7 positive responses.

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This is not a thumb suck nor based on any Harvard Business School research but rather based on my own personal experience when training salespeople to prospect.

Prospects are far more enthusiastic about speaking “Face to face“ with salespeople than they are about responding to an e-mail. Just sending out e-mails with a load of information (and your fingers crossed) is not prospecting, it’s wasting money.

Most salespeople completely ignore prospecting when it comes to improving their selling skills. They tend to see prospecting as something to avoid rather than as a selling skill that needs to be learned and implemented.

These are the same salespeople who are always complaining about the leads they get from the company. There are not enough leads, the quality of the leads they get is not great and they end up blaming the leads for not achieving their sales targets.

As is the case with most selling skills that salespeople shy away from, such as closing and using effective questioning techniques, it’s due to a lack of skill.

If you want to succeed in sales you need to be meeting with customers every day.

In this talk Ray will give you some tips and ideas on how and where to find new business.

If you are really committed to being a *Sales Professional* then book your seat now!

NOTHING EVER HAPPENS UNTIL A SALESPERSON SELLS SOMETHING!

Ray is a dynamic and passionate Sales Trainer and Conference Speaker with a lifetime’s experience in Sales and Sales Management. Everything Ray speaks about when delivering his presentations comes from personal knowledge and experience and not internet research.

Ray believes that salespeople can only be successful in the selling situation, when they are face to face with their customers, if they are really enthusiastic and excited about what they are doing.



(R) RESPONSIBLE

(A) ACCOUNTABLE

(P) PROUD

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