

## TQPQ Lead Generation and Pipeline Building Workshop Description

The reason we designed this workshop is because we realized that the way business is done today has certainly changed. To be successful in today's selling environment the sales executive needs to be flexible, adaptable and resourceful. The sales executive must take control of all the factors leading to their continued success. That being said virtually no sales executive has had any formal training on how to generate their own leads and develop a qualified pipeline.

This TQPQ workshop will focus on how the sales executive can maximize the equation of success:

### **ACTIVITY X TIME = RESULTS**

During the workshop we will examine what it means to run your territory with a "franchise mentality" and the actions which will yield the best lead generation and sales results. We will discuss how to farm for referrals by utilizing the simple question of "Who else do you know?" and unlocking a world of opportunities.

We will review the sales executives ability to build a strong pipeline through self marketing, how to build a personal network, the practice of giving something in return for a qualified opportunity and tips on what to look for in building their network. We will discuss the 3 types of network people:

- Mavens – Perceived Content Experts**
- Connectors – People who know lot of People**
- Salespeople – Sale reps that call on the same people but offer a different solution**

We will continue our workshop with an in depth discussion of how to be successful at cold calling, dealing with the executives' gatekeepers, and how to make effective use of email and voicemail in as an integral part of their cold calling.

Several other methods of lead generation will also be discussed including how to execute a high quality seminar, effective use of direct mail and selling at trade shows and of course measuring there success.

The final area of the workshop is a discussion of coincidental selling and discovering why it's really not a coincidence.

Again, the entire workshop is designed so that the sales executive can leave the class with a series of actions and methods for increasing their ability to generate their own leads and controlling their destiny through self generated qualified sales opportunities.

### **The Result: Sales Executives Taking Ownership of their Sales Success**

## **PART 1: Change Management**

Flexibility and adoptability are keys to success moving forward in today's business world. All of us have to get out of our "comfort zones" so we can positively affect change. We discuss how to do this in part 1.

## **PART 2: Franchise Mind Set**

Is everyone running their territory/vertical like it was truly their own business is the question we ask? The answer is usually, "No". We define what a "franchise mentality" is and how to run your territory/vertical as if it is your own company in part 2.

## **PART 3: Referrals**

Good referrals have the shortest and easiest sales cycles. They most often result in business/revenue. Everyone loves to receive referrals. In part 3 we discuss how to receive more referrals and how to make this part of the disciplined routine everyone needs to focus on.

## **PART 4: Public Speaking**

Public speaking can be an excellent way to find new sales opportunities. In part 4 we discuss how to give speeches, what to speak about, where to speak, and the benefits of speaking. Speaking will increase your status and visibility in the market. Speaking publicly can be an easy way to generate leads if you know how to do it correctly.

## **PART 5: Networking**

Networking has to be an activity that you must invest time into regularly for it to be effective. In part 5 we talk about the 10 rules for productive networking. We also develop a chart and method for measuring how effective our networking skills are.

## **PART 6: Cold Calling**

If we are going to invest time in cold calling we have to set the right tone from the very first contact. The question posed is, "who is calling"? Is a quota carrying sales person calling trying to sell something? Or is it a trusted advisor calling to help explore and solve business issues? We help everyone make sure the trusted advisor is calling.

## **PART 7: Seminars**

Marketing ourselves through seminars can be a very effective way to touch many potential prospects in a short amount of time. Time works against us in sales and we need to employ methods that help us shorten the sales cycle. Part 7 goes into detail about how seminars can work for you in achieving your goals.

## **PART 8: Writing**

There are many ways to get written communication out to your prospect base. You want to be a perceived expert in your market place. Getting articles written and placed, developing a blog, and other methods that we will discuss in part 8 will help you achieve this.

## **PART 9: Direct Mail**

Direct mail can be an effective method for generating leads or a waste of time and money. In part 9 we teach how to do this successfully and what are new methods being employed in this area.

## **PART 10: Coincidental Selling**

This can be thought of as obtaining sales as a matter of circumstance rather than a direct focused effort. In part 10 we determine ways to increase the odds and explain how you can make this an effective part of your lead generation plan.

## **PART 11: Trade Shows**

Have you ever had any formal training on how to work trade shows for leads? These cost a great deal of time and money. We find that most sales professionals do not know the most prudent ways to leverage the opportunity to generate leads at trade shows. Our aim is to change this in part 11.