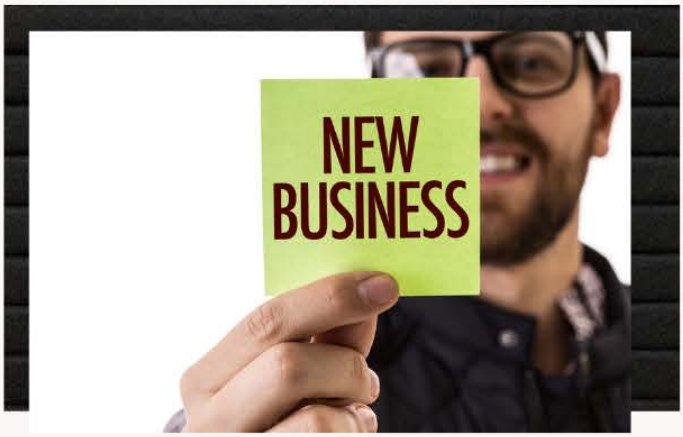
NEW BUSINESS



This new business workshop is tailored for individuals responsible for discovering new opportunities to stimulate business growth and broaden market penetration. Adopting a multi-channel approach, which includes leveraging social media and networking platforms, as well as employing email, phone calls, and in-person meetings, significantly enhances conversion rates, resulting in a robust and sustainable sales pipeline.

Tailored Workshop

Each workshop we offer is customised to suit your team's specific needs and align with your business objectives. Whether you prefer virtual sessions, face-to-face workshops, or a combination, we cater to your preferences. Our workshops, which can span one or two days, cover various topics tailored to optimise your team's performance and address your unique challenges.

Topics Available

- Cultivating a positive mindset for effective prospecting.
- Analysing your sales conversions to gauge productivity.
- Defining your ideal client profile.
- Identifying lead sources for targeted prospecting.
- Leveraging LinkedIn for prospecting success.
- Qualifying prospects to streamline the sales process.
- Implementing a multi-channel strategy for enhanced communication.
- Adding value during prospecting interactions.
- Determining the optimal prospecting cadence.
- Aligning product/service offerings with prospect needs.
- Mastering objection handling with confidence.
- Closing for the next steps and instilling urgency in the process.

Additional Resources

Other available resources to support your new business workshop;

- Customised consultation to meet your specific needs.
- Complete DISC profiles for the entire team.
- Skill scans for both team members and managers for assessment.
- Implementation of competency frameworks. Integration of managerial best practices.