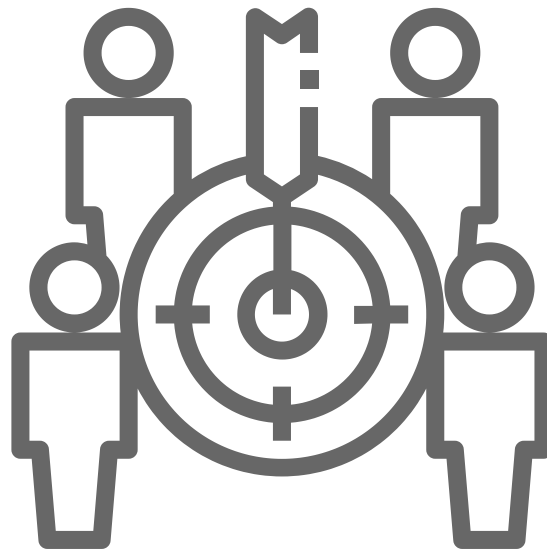




How to Build Effective Prospecting Sequences

Course Description

In order to improve the statistical probability that sellers engage prospects at the right time, through the right channel, at the right time, effective prospecting sequencing is key. In this workshop, learners will go through the seven steps of building and executing a successful multi-touch prospecting sequence.



Outcomes

- Learn the seven step framework of building effective prospecting sequences.
- Leverage omni-channel virtual prospecting.
- Be able to reach the right targets with the correct pace and cadence of touches.
- Know when prospects should be removed from a sequence
- Craft a story of messages that connect and build upon each other, compelling prospects to engage.