



# Mastering Telephone Prospecting

## Course Description

Discover how to leverage the phone for outbound prospecting by efficiently engaging and making connections with prospects, qualifying those prospects, setting meetings, and moving directly into selling conversations.



## Outcomes

- Understand the four objectives of telephone prospecting
- Know how to use the Five-Step Telephone Prospecting Framework reduce push-back and improve outcomes and productivity
- Be able to create persuasive "because statements" and other messages that will increase conversions from calls to meetings
- Leverage High-Intensity Prospecting Sprints to achieve more calls efficiently