

# Business Acquisition



## Duration

1 day

## Group Size

Maximum 12 participants

## Who Should Attend

Sales Professionals

## Program Outcomes

- Significantly increased sales
- Larger customer base
- Greater market share
- Healthy pipeline
- Confident and successful sales team
- Greater brand awareness
- Increased organisational ability to have the customer base of your choice

## Business Challenge

Sales organisations understand that in a competitive marketplace it is critical to engage in activities which create new business and a strong pipeline. Sales professionals need to master the activities that attract and acquire new business to the organisation, in order to maintain profitability and growth.

## Program Overview

Sales prospecting is one of the most important activities in the sales process. Effective prospecting can increase sales results and enable the sales professional to proactively search the market to acquire new business. Some salespeople consider prospecting to be a large investment of time and effort for little return, however, research shows that a planned strategy delivers prospecting success. This program provides the skills and mindsets necessary needed to enable sales professionals to master effective prospecting and create qualified business opportunities.

*"The energy and motivation of the sales staff combined with the best sales training of its kind provided by Synergy, was instrumental in generating a significant increase in software and related services revenue against our target. A stunning result, which our sales staff and training partner Synergy can be proud of."*

*National Sales Manager,  
National Software Company*

*"The program has established the need to change my prospecting habits, and given me effective strategies to ensure better sales results. Excellent investment of my time."*

*Sales Manager  
Global IT Company*

## More Information

02 9238 6633

[info@thesynergygroup.com.au](mailto:info@thesynergygroup.com.au)

## Key Components

- A systematic prospecting process to ensure success
- Barriers to prospecting and overcoming personal reluctance
- Develop the ideal prospect profile for your organisation to provide a guide to prioritise prospects
- Identify, qualify and prioritise prospects that fit core business criteria
- Research potential prospects and competitors
- Identify communication strategy and contact approach
- Identify and prepare sample scripts that differentiate your organisation and achieve call objectives
- Tips for getting through the gatekeeper

## Research & Approach

The Synergy research team is regularly applying learning from the Synergy analysis engine, together with the latest approaches and techniques to enhance its content and methodologies.

The program approach enables participants to utilise their own prospect data to plan and execute strategies that will enable them to create qualified sales opportunities.

## The Results

As a result of attending this program, business professionals will be equipped to:

- Develop comprehensive prospecting plans and strategies to secure commitment
- Apply an approach and methodology that will create a pipeline of activity and appointments
- Research potential prospects to prioritise focus efforts on highest value and alignment to your ideal client profile
- Differentiate your organisation through using compelling examples of how you have helped other customers in a similar situations
- Increase confidence and reduce reluctance to prospect for new business