

Networking & Prospecting



Duration

2 days

Group Size

Maximum 12 participants

Who Should Attend

Business Professionals

Program Outcomes

- Increased sales performance
- Vastly increased new business
- High morale and energy in the sales team showing through increased activity
- Significant increase in new business through referral over time
- A culture of reciprocity developing in the organisation
- More planned approach to achieving quotas through new business

Business Challenge

In a highly competitive market no longer can business professionals rely on business walking in the door.

Proactively networking and prospecting can be a daunting task for many and when they do engage in these activities they are not executed well. This can lead to low commitment and giving these activities a low priority.

Sales professionals require the mindset, skills and strategies to enhance their capability to achieve greater success and develop strong business relationships.

Program Overview

The Networking & Prospecting program is a dynamic program designed to transform the business professional's ability to create larger volumes of business by building and leveraging their internal and external networks, and proactively looking for new business opportunities through prospecting.

Networking is the process of defining, developing and nurturing relationships for business development, friendship and support. This program is structured around three key components, which are supported by a set of robust and pragmatic tools to aid the planning and implementation process. The key components of the Synergy Networking and Prospecting program comprise of:

1. Attitudes and Mindsets
2. Strategy and Planning
3. Skills & Behaviours

"The workshop was excellent. I felt the content was extremely beneficial and relevant for my role. I'll definitely utilise the skills taught."

*Local Business Manager
Top 4 Bank*

The most beneficial training I have participated in. User-friendly and so non-confrontational.

*Relationship Manager
Global Institutional Bank*

I was sceptical about the workshop being 'airy fairy' based on previous unsuccessful experiences, but was rejuvenated with some great ideas, approaches and strategies.

*Sales Manager
Global IT Company*

More Information

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The program is highly interactive, including exercises and opportunities to practice networking and prospecting skills. Following the program business professionals will take away strategies, skills and assignments (including the hosting of a network event) to immediately apply to their business acquisition approach.

Key Components

- Defining networking and the significant value it brings to relationships and sales results
- Developing resourceful attitudes to building business networks and tactics for rapid expansion
- Building a networking strategy and laying foundations to leverage the network
- Communication skills required to the effectively network and prospect

Research & Approach

This program was developed through researching and interviewing top performing networkers, identifying critical success attributes to proactively develop new business relationships. This intelligence is constantly updated to ensure the strategies and skills keep pace with best practice behaviours.

The program approach enables participants to utilise their own internal and external networks to complete key planning, and activities through the day.

The Results

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

- Develop resourceful mindsets towards networking and prospecting
- Plan and execute robust strategies to build effective business networks
- Identify various opportunities of how to create value in their network
- Drive a proactive contribution to revenue generation
- Execute their prospecting plan developed in the workshop