



Turn Prospects into Lifetime Customers. Enable sales professionals with the skills, process, and confidence to build strong pipelines of high-quality prospects. Learn contemporary best practices for identifying, reaching, qualifying, and engaging with potential customers. Identify when to transition from prospecting to opportunity pursuit with more involved selling efforts and discover how to craft compelling value messages that advance the customer relationship.

Our proprietary models and straightforward frameworks allow client-specific customization while retaining the integrity of our proven content. Carew facilitators create magic in the classroom by leveraging a variety of engaging learning strategies and modalities to educate, motivate and inspire. Participants receive highly relevant, immediately usable, and memorable training that profoundly impacts their skills, attitude, relationships, and success.

What You'll Learn



Customer Perspective & Prospect Identification

Learn a results-producing model for becoming truly customer-centric. Discover research tools, techniques, and sources to identify and fill the pipeline with high-quality, high-potential prospects that represent the greatest opportunity for success. Identify gateways and opportunities to identify key stakeholders, access strategic call points, and penetrate target customers. Develop critical listening and probing skills to ensure understanding of the potential customer's perspective, begin to build trust, and position the organization to strategically select prospects for further engagement.



Finding Areas of Opportunity

Learn a disciplined and flexible model that uncovers often hidden, customer opportunities. Develop competency in formulating effective qualifying questions, gathering vital information, understanding customer-perceived states, and identifying areas of opportunity. Discover influencing strategies that authentically demonstrate you truly understand the problem and create a powerful need for your value proposition.



Crafting Compelling Messaging

Make clear connections between customer challenges and the value of your solution. Master a simple, structured message map to craft powerful, compelling value statements that resonate with prospects, and get you that coveted first meeting. Excite prospects while you explore additional dimensions of their current situation and explain how your solution closes the gap. Transition from prospecting mode to opportunity pursuit as you advance to more involved selling efforts while elevating your role from salesperson to trusted advisor.

More →



Developing a Comprehensive Communication Plan

Create a robust, multi-touch prospecting plan that leverages multiple communication channels with the right cadence and content. Learn how to identify each prospect's preferred communication style and adapt messaging to optimize receptivity. Discuss best practices and considerations for leveraging technology to increase the quality, size and velocity of your pipeline and secure more high-potential meetings.



Program Benefits

- Improved pipeline quality, size
- Accelerated sales cycle
- Increased win rates, deal size
- Increased sales productivity
- Achieve trusted advisor status



Program Highlights

- Client-specific customization
- Proprietary process models
- Energy, interaction, fun
- Participant Certification



Reinforcement

- Personalized Smart Room
- Online LMS
- Thought Leadership
- Alumni Community Forums



Who Should Attend

- Sales Professionals
- Sales Managers/Executives
- Business Development
- Inside Sales Professionals



Delivery Options

- Live Onsite Instructor-led
- Live Virtual Instructor-led
- Custom Onsite/Virtual Blend
- Train-the-Trainer Certification



Program Duration

- Onsite: 2.5-3 days
- Virtual: 1 wk. | Two 2.5 hr. sessions/day