



The Baron
Group, Inc.

Developing Effective Client Strategies

Overview

Effective selling is dependent on both what happens when a salesperson is face-to-face with a client, and the strategies that are developed to deepen relationships and penetrate client organizations. This hands-on workshop provides participants with a framework that will help them develop their skills in this critical area.

By the conclusion of this course, participants will be able to:

- Evaluate and qualify leads
- Use correspondence effectively as a way to expedite the process of gaining appointments
- Use voicemail as an effective prospecting tool
- Identify gatekeepers and either engage them or sensitively circumvent them
- Quickly engage prospects
- Develop a concise and compelling introduction
- Ask for an initial face-to-face meeting in a way that gets a positive response
- Set the stage for asking questions about a prospect's needs