

How do you scale your prospecting to engage buyers and get results?

It's a noisy world. Messages bombard us. The inbox is full. Buyers don't think they need your products or services. Given this reality, it's hard for your sales reps to start conversations and nail down meetings with prospects.

How do you maximize their success in getting those meetings? The answer: Vortex Prospecting™ from ValueSelling Associates.

DO YOU FIND YOUR REPS ARE:

- Busy but not productive?
- Afraid to pick up the phone and get more meetings?
- Unsure of what to say when leaving a voicemail?
- Ill-equipped to leverage social media for prospecting?
- Giving up too quickly when cold calling?
- Missing the skills to handle objections when asking for a meeting?

In a complex sales environment, there is a way to consistently fill the pipeline with qualified

leads and generate the results your company demands. Vortex Prospecting™ from ValueSelling Associates is a repeatable,

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We made more calls in this class than in the past two weeks.

**NATIONAL SALES MANAGER,
GLOBAL TECHNOLOGY COMPANY**

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cadence-based approach that works for all sales reps whether account-based, market-based, geography-based or tele-sales.



TURN IT UP

Many sales reps are eager at the start, but give up too easily. The average salesperson makes only two attempts to reach a prospect¹. And, 80% of sales require five follow-ups after the initial contact². To create opportunities, your reps must talk with prospects.

Vortex Prospecting™ helps to build a funnel based on a consistent process through multiple channels and numerous touch points, resulting in your team's ability to:

- Increase the number of meetings
- Generate interest with customized messages and value-added interruptions
- Predict a prospect's likely issues and challenges
- Improve access to decision makers
- Gain skills and confidence to connect with your target

THE VORTEX ADVANTAGE

Vortex Prospecting™ provides a framework to prospect at scale using a personalized approach. This highly interactive, instructor-led workshop integrates best practices and NLP approaches to cold/warm calling.

The workshop is customized to your team, target market and technology stack. Participants develop the skills to:

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By far, the best training I've received in my professional career.

SALES DEVELOPMENT REP

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- Capture attention in the first 10 seconds
- Write compelling scripts for all types of interactions
- Use anxiety, influence and motivation in your messaging to create interest
- Leverage technology to improve productivity
- Handle objections and employ value-added interruptions
- Create a prospecting plan and weekly cadence that works

Vortex Prospecting™ creates a management process that supports business development. You gain tremendous value and insight by measuring success and capturing metrics that can be managed for long-term success.

Help your team close the execution gap, get more meetings and fill the pipeline with Vortex Prospecting™ from ValueSelling Associates.

¹SiriusDecisions ²Marketing Donut



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The proven formula for accelerating sales results.



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