



There are no two ways about it, outbound selling can be intimidating even to the most senior AE or SDR. Yet that same intimidation around cold calling and outbound sales can be transformed into confident success ... if you have the right tools at your disposal.

### What do Sales People Need to do?

- They need to do homework
- They need to prospect in sequences, not just dials
- They need to create demand
- They have to find who has the need
- They need to get through the noise
- They need to learn to listen

### About Outbounding

In good economic times, customers are open to buying. Social media and marketing lead generation efforts have done a great job driving leads to companies' sales teams.

But as these "early adopters" are drying up, and the "low hanging fruit" has started to disappear, marketing and social media efforts are not yielding the results they previously attained, and companies are forced to increase their outbounding or prospecting efforts to meet increasing quotas, by both inside and outside teams.

So why are you prospecting the same why you did a year ago?

- Companies are not training their reps on outbound activities. They do not have the skills. No more "drop-ins" or "swing by to say hi" sales calls. Hall walking.... nope!
- Creating urgency, cold calling, effective email writing skills for example have never been taught. It's usually the "here's a template, use it" approach.
- Selling to an outbound lead, where you have to learn how to identify a problem, is different from an inbound lead, where the company has already identified a problem.

### Key Topics and Outbounding sales training tools:

- Internalize the real value you offer and stop pitching,
- Learn how to best help prospects achieve the outcomes they desire
- Identify energy in a deal so the prospect wants to learn more
- Learn cadences, sequences and messaging that is effective
- Observe what great Outbounding companies do to reach their goals