

Blended

High-Impact Prospecting and Networking

ACCELERATE THE GROWTH OF YOUR CUSTOMER PIPELINE



DURATION

eLearning 1 - 2 hours

Classroom 1 day



DELIVERY CHANNEL

Blended



eLearning Course Lessons

- 1 Creating Value Statements
- 2 Building Centers of Influence
- 3 Prospecting
- 4 Making the Initial Contact
- 5 Following up for Success

COURSE OVERVIEW & BENEFITS

Strong prospecting skills build strong pipelines.

High-Impact Prospecting and Networking (HIPN) teaches lenders how to improve their customer acquisition strategy by building a network of centers of influence, skillfully prioritizing leads, and successfully converting telephone calls into appointments.

Unlike other courses in the sales training arena, this blended learning solution is built on financial services-specific examples and scenarios. It begins with a short eLearning course that introduces key prospecting concepts and best-practice strategies and techniques.

Upon completion of the eLearning course, participants attend the skills application lab. Because participants bring a list of their current prospects and centers of influence to this facilitated session, they're able to apply the training in real-world, concrete ways that will directly and immediately impact their performance on the job.

They begin by building a list of competitive advantages that differentiate the financial institution from its competitors, then use that list to create targeted value statements. Next, they identify strategies for prioritizing and managing their prospects and centers of influence. To aid them in their efforts, they learn how to use our proprietary Prospecting Tool, an Excel-based tool that ranks leads based on certain criteria.

Finally, they focus on call planning and execution techniques, and complete an audio-recorded skill practice that prepares them to advance their relationship with a real-world customer when they're back on the job.

LEARNING OBJECTIVE

Improve your prospecting skills to develop and expand your network of centers of influence and strengthen your pipeline.

COMPETENCIES GAINED

Participants will be able to:

- Build a network of contacts to obtain qualified leads
- Prioritize prospects to close the sales cycle more quickly
- Effectively communicate the advantages and benefits of doing business with your organization
- Call with a compelling reason to capture the appointment
- Maintain a strong pipeline through ongoing prospecting activities

TARGET AUDIENCE

HIPN is suitable for anyone who interacts with business customers, including relationship managers, branch managers, and small business and commercial lenders.

Contact us for more information at: elearning@moodys.com