SALES
IDENTIFY NEW POTENTIAL AND EXISTING BUSINESS

Non-Credit Bearing

Winning More Business Through Effective Prospecting

Sales success isn't just about making calls or closing deals - it starts with knowing exactly who to target and how to engage them. Without the right customer insights, even the best sales strategy can fall flat. So how do you separate valuable prospects from dead-end leads? How do you turn scattered data into meaningful, actionable intelligence?

This course goes beyond traditional selling techniques, giving you the tools to build a strong foundation for customer identification and business growth. You will learn how to differentiate between customers and prospects, harness the power of marketing databases, and apply practical techniques to find, qualify and engage high-potential clients.

Whether you're a seasoned sales professional or just starting, this programme will refine your ability to target, engage and convert the right customers.

WHO SHOULD ATTEND

- Sales Executives
- Sales Managers, Operations Managers and Account Managers
- Business owners
- Anyone wanting to start their own business
- All staff in a sales environment

HOW YOU WILL BENEFIT

- Identify high-potential customers by distinguishing between prospects and existing clients
- Streamline your sales approach by leveraging accurate customer data
- Increase conversion rates by targeting the right prospects
- Improve customer relationships by making them feel valued and understood
- Optimise sales efforts by reducing time and resources spent on unqualified leads
- Enhance data management skills through effective collection and analysis techniques

One-day course 08:30 -16:00
Tel: (031) 267 1229
sales@kznbtc.co.za / www.kznbusinesstraining.co.za

WHAT WILL BE COVERED

The power of accurate customer information

- Why accurate data is the foundation of successful selling
- The difference between customers and prospects - and why it matters
- Methods and techniques for identifying and classifying customers
- Internal and external sources of customer and prospect data
- Ensuring high-quality customer data for stronger relationships and better sales outcomes

Mastering the marketing database

- What is a marketing database, and why does it matter
- Key customer information types and how they shape sales strategies
- The role of databases in personalising customer interactions and improving targeting
- Best practices for structuring and maintaining a high-quality marketing database

Finding and qualifying the right customers

- Identifying customers internally through collaboration with the sales team
- Creating prospect profiles based on existing customer insights
- Applying segmentation techniques to target external prospects effectively
- Matching products or services to customer needs for higher conversion rates
- Proven methods for sourcing prospect contact details
- Assessing and qualifying prospects to focus on high-value opportunities

Collecting and managing customer information

- Step-by-step process for collecting and recording customer data
- Organisational policies and procedures for building a robust customer base
- Verifying data accuracy to ensure reliable decision-making
- Practical techniques for data validation and quality control

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