



# Initiate Value

## skills

## Ignite interest to generate pipeline

### your challenge

To build and maintain a steady pipeline, sales teams need to constantly identify potential customers and win the right to that all-important initial conversation. The challenge for sellers is that prospects are being inundated with contact requests and irrelevant sales messages. It's hard enough getting their attention, let alone securing that first conversation.

When sellers do manage to get their prospect on the phone, they struggle to ignite interest in the potential of their solution. They lead with features and benefits rather than showing they understand the challenges that are shaping their prospect's world.

### what's going wrong?

- Potential customers aren't making it into the pipeline, as sellers aren't able to articulate relevant, personalized messages.
- Under pressure to hit quota, many sellers abandon unresponsive leads too soon—leads that could become valuable customers.
- Conversely, unqualified leads are entering your pipeline, wasting time and resources.

### what if you could...

- Win more prospecting calls through personalized messaging and an email strategy that **drives engagement**?
- Describe your solution in a way that **ignites interest** and influences your buyer's perception of your value?
- Maximize the chances of your team closing the deal by scheduling more **quality meetings** with **qualified leads**?

72%

of organizations cite pipeline generation as a **critical business priority**

## if...

You struggle to make contact with new prospects...

You're not igniting interest in the potential of your solution...

Your pipeline is clogged up with unqualified leads...

## then...

You need Corporate Visions' **Initiate Value**, where you'll learn science-backed techniques to captivate more leads and convert them into prospects.

## what it is

To successfully generate pipeline, you need a more effective approach for cutting through the noise, securing that critical first call, and igniting your prospects' interest in wanting to hear more. In **Initiate Value**, you'll follow a proven approach for learning and applying new competencies.

### inline training:

In our inline training, participants self-schedule and complete online modules, then actively apply their skills by reviewing a challenge assignment and rubric. They then conduct in-depth research on a real prospect and record pivotal moments of their prospecting call using Initiate Value concepts.

They receive personal coaching from Corporate Visions facilitators on how they applied their new skills.

### ongoing reinforcement:

Engage your team with a series of activities designed to accelerate skill adoption and help them apply their new skills to ignite interest and generate pipeline.

## what you gain

- Techniques to capture prospect time and attention.
- The skills and the tools to convert more leads into actual calls with prospects.
- Strategies for qualifying leads and handing them over to AEs for follow up.
- The key steps in the prospecting process and how to overcome the challenges in each step.