



Why Engage

AM

PM

9:00 – 9:15

Launch

9:15 – 09:25

Be problem-minded

09:25 – 10:15

Do your research

Activity: Conduct SMART research on a prospect

10:15 – 10:30

Break

10:30 – 11:25

Personalize your messages

Activity: Create a personalized email

11:25 – 11:40

A winning prospecting call

11:40 – 12:25

Lunch

12:25 – 12:55

Master the opening

Activity: Plan your prospecting call opening

12:55 – 1:50

Create a compelling dialogue pt. 1

Activity: Formulate DIQs

1:50 – 2:05

Break

2:05 – 3:35

Create a compelling dialogue pt. 2

Activity: Formulate questions to assess for context, clarity and correctness

3:35 – 3:45

Qualify your lead

3:45 – 4:45

Activity: Research your prospect

Activity: Roleplay a prospecting call

