



Why Engage

AM

9:00 – 9:15	Launch Creating the Buying Vision Unconsidered Needs Why Change Framework
9:15 – 9:25	Be Problem-minded
9:25 – 10:15	Do Your Research <ul style="list-style-type: none">• Activity: Conduct SMART Research on a Prospect
10:30 – 11:25	Personalize Your Messages <ul style="list-style-type: none">• Activity: Create a Personalized Email
11:25 – 11:40	A Winning Prospecting Call
11:40 – 12:25	Lunch

1-Day Instructor-led Workshop

PM

12:25 – 12:55	Master the Opening <ul style="list-style-type: none">• Activity: Plan Your Prospecting Call Opening
12:55 – 1:50	Create a Compelling Dialogue Pt. 1 <ul style="list-style-type: none">• Activity: Formulate DIQs
1:50 – 2:05	Break
2:05 – 3:35	Create a Compelling Dialogue Pt. 2 <ul style="list-style-type: none">• Activity: Formulate Questions to Assess for Context, Clarity and Correctness
3:35 – 3:45	Qualify Your Lead
3:45 – 4:45	<ul style="list-style-type: none">• Activity: Research Your Prospect• Activity: Roleplay a Prospecting Call