Win Meetings with Qualified Prospects

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Win Meetings with Qualified Prospects: Introduction		Build a pipeline of high-quality prospects.	• **Quality vs. quantity trade-off:** More meetings ≠ better outcomes; poor meetings create downstream cost. • **Problem alignment as a success driver:** Early alignment on the customer's problem strongly correlates with win rates. • **First conversation objective model:** Confirm problem existence and fit—not pitch or full discovery. • **Attention + trust model:** Prospecting success depends on earning both simultaneously. • **Channel roles model:** LinkedIn (familiarity), Email (relevance), Phone (commitment).	15 mins
Target Your Cold Emails		Be clear on who you're going to approach and why.	• **Four Levels of Personalization:** The most effective email messaging for scheduling meetings is Industry + Individual. • **The Messaging Matrix framework:** Account marker + insight + alignment creates scalable personalization • **Email structure:** Subject → insight-led opening → alignment → interest-based CTA.	45 mins

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Convert Cold Calls to Meetings		Prove you recognize the challenges your prospects are facing.	• **Four-part opening sequence:** Introduce → pattern interrupt → reason → personalize. • **DIQ framework (Data–Insight–Question):** Structure to create relevance and dialogue. • **Research-for-relevance:** Light, targeted research enables credible personalization.	45 mins
Qualify the Problem		Protect time and pipeline quality by deciding whether you can help your prospect.	• **Qualification as a decision:** Progress, explore, or qualify out based on evidence. • **Two-path model:** Prospect recognizes the problem vs. does not recognize it. • **Context–Quantify–Scope framework:** Understand problem context, impact, and solution requirements. • **Telling Details:** Specific, concrete language increases clarity and belief. • **Qualification sequence:** Problem → interest → authority.	45 mins

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