



Centroid Sales Prospecting Program

Executive Summary

This course is designed for sales professionals who want and need to **chase smart money!** ***Centroid Sales Prospecting*** recognizes that account churn is a natural process largely driven by competition and innovation. In a half day format this program is customized to the requirements of its participant's top needs and back fills with the course process, class exercises and a platform to help promote a well prepared cold call and networking mind set for deeper customer contact. It focuses on an environment where customers are busy and hard to reach. Customer's often install gate keepers to slow the flow of internal information to unproven suppliers. Finally, this sales prospecting program promotes a "Hunter Mentality" vital to finding and closing out on more than our fare share of business!

Program is scalable for Primary to Advanced participants.

Course Objective

Centroid Sales Prospecting focuses on providing participants with a road map and plan to extract optimum expenditures from important new and key customers. Its other objective is to bring greater awareness to the new reality that a well executed search, network and ranking plan by category and account is essential. It's about finding and closing more than our fair share of existing business. All skill sets are designed to be implemented immediately with quick ROI.

Program Structure

- 1) Half Day for up to 12 participants
- 2) Customized from deck of approximately 100+ slides
- 3) Approximately 35 to 40 slides deep for half day
- 4) Several Participation Workshop and Role Play Exercises
- 5) Deep interactive workbook
- 6) One to one follow up by Facilitator within 10 days of delivery date
- 7) Personalized framed Centroid Certificate upon course completion

For More Information Contact

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