



VORTEX PROSPECTING™ for the LEADER/MANAGER

Generate Qualified Leads

Build Impactful Sales
Prospecting Habits

Build Consistent Sales Prospecting Behaviors

Ask any sales manager/leader, and they will tell you that filling the revenue funnel with qualified leads is a perpetual challenge.

- “42% of salespeople consider prospecting the most challenging part of the sales process...” (Hubspot)

Consistency and coaching are the foundational elements to sales success – and when you get it right, the results speak for themselves:

- 63% increase in individual productivity
- 58% increase in quota attainment
- 55% increase in bottom-line growth (ValueSelling Associates, Inc. and Training Industry, Inc.)

Now that the initial ValueSelling Framework® workshop is done, it's time to ignite change. Coaching Vortex Prospecting for Managers creates a management process that supports business development of high-quality leads.

Your leaders will gain tremendous insight into how to help their teams consistently execute the desired sales-prospecting behaviors, measure success and capture metrics that can be managed for long-term success; the learning journey equips leaders to:

LEARNING OUTCOMES



Demonstrate an understanding of Vortex Prospecting™ fundamentals and process



Develop and support your team's prospecting and qualifying skills



Reinforce your team's consistent execution of these skills through an implementation plan



Both Training Industry and Selling Power have named ValueSelling Associates to their annual Top Sales Training Companies list.





The Learning Journey

Coaching Vortex Prospecting for Managers enables your leaders and managers to develop sales prospecting and qualifying skills across all sales roles, reinforce consistent execution through targeted sales coaching and drive sustainable top-of-funnel activity. Delivered over one full day in-person class or over the course of two to three 4-hour virtual sessions – your leaders and manager will learn:

- Vortex Prospecting Recap
- ValueSelling Framework Recap
- Setting a Coaching Baseline
- 6 Principles for Coaching ValueSelling
- 3 Barriers to Performance Development
- The Coaching Process:
 - Giving Constructive Feedback
 - Coaching Credibility Introductions
 - Coaching Call Introductions
 - Creating a Value Story
 - Monitoring Activity
 - Time Blocking: Your Secret Weapon

Equip Your Frontline Managers to Develop Sales Prospecting Behaviors that Reliably Fill the Funnel

We provide the tailored training and content your team needs to hit the ground running.

To learn more, contact info@valueselling.com today.



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Keep it simple. Drive results.



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