

# Fanatical Prospecting®

The world's most popular masterclass on outbound prospecting, pipeline development, and sales productivity.



## Sales Prospecting System

Equip your sellers with an easy-to-deploy sales prospecting system to effectively fill the pipeline with high-quality prospects.

Fanatical Prospecting® training builds the core competencies for outbound prospecting, objection handling, qualifying, targeting, time management, pipeline discipline, and sales productivity.

## Roles

This high-intensity, comprehensive training curriculum is perfect for:

- ➔ SDRs & BDRs
- ➔ Field Sales Reps
- ➔ New Sales Hires
- ➔ Account Executives

## Learning Outcomes

- Craft engaging prospecting messages
- Handle prospecting objections
- Time discipline for increased productivity
- Manage and leverage the CRM
- Proven frameworks for telephone, email, direct message, text message, video, voicemail, and in-person prospecting
- Deploy effective prospecting sequences
- Targeting, segmenting, and qualifying

## Flexible Delivery Modalities

Training may be delivered in ILT or VILT modalities, or through on-demand learning paths hosted on your LMS or the Sales Gravy learning platform. Deploy training on your terms with our train-the-trainer programs.

# Fanatical Prospecting is Part of a Complete System of Sales Training

One system. One language. Higher performance.



## Land, Expand, Retain

Sales Gravy masterclass and workshop curriculums span the entirety of the customer journey including: Prospecting, Selling, Presenting, Objection Handling, Negotiating, Closing, Account Management, and Customer Retention.



## Framework Based Sales Training Methodology

Our framework-based methodology seamlessly flexes to and integrates into existing sales, account management, and customer success processes, making it easier for learners to assimilate concepts and actualize them in the real world.

## Best In Class Sales Training & Workshops

- Fanatical Prospecting<sup>®</sup>
- Sales EQ<sup>™</sup>
- Business Outcome Selling<sup>™</sup>
- Virtual Selling Skills
- Mastering Sales Objections
- Sales Negotiation Skills
- Customer EQ<sup>™</sup>
- Account Expansion Selling<sup>™</sup>
- Adaptive Sales Coaching<sup>™</sup>

