

High-Impact Prospecting and Networking

Build a strong network of centers of influence and prospects



SELF-PACED
E-LEARNING

1-2
HOURS



SKILLS
APPLICATION
LAB

1
DAY

OVERVIEW

This program, which includes a self-study E-Learning course and an immersive Skills Application Lab, is designed to make calling on business prospects more efficient and productive. Participants learn how to use effective client acquisition strategies to build a network, obtain leads, prioritize prospects, and maximize the effectiveness of sales calls.

WHO SHOULD ATTEND

Anyone who interacts with business customers, including relationship managers, branch managers, and commercial lenders. In order to take the SAL, participants must pass the E-Learning course with an assessment score of at least 80%.

RESULTS AND BUSINESS BENEFITS

Upon completion, participants will be able to:

- Build a network of contacts to obtain qualified leads
- Prioritize prospects to close the sales cycle more quickly
- Effectively communicate the advantages and benefits of doing business with your organization
- Call with a compelling reason to capture the appointment
- Maintain a strong pipeline through ongoing prospecting activities

LEARNING TOPICS

1

Creating Value
Statements

2

Building Centers
of Influence

3

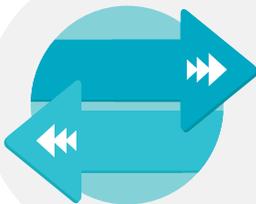
Prospecting

4

Making the
Initial Contact

5

Following Up
for Success



BLENDED LEARNING BY OMEGA PERFORMANCE

The Omega Performance blended learning experience helps participants learn critical skills, deepen comprehension, and improve on-the-job skill application and sustainment. Self-paced E-Learning courses present learning objectives and enhance understanding in a highly-interactive online environment, while in-person, instructor-led Skills Application Labs (SALs) provide participants with the opportunity to collaboratively apply skills to real-world cases.



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