

The Power of Prospecting

This course will provide students with an understanding of what prospecting is, the various types of prospecting as well as how they are effective. The students will leave with a prospecting plan, knowing the different opportunities and ways to use their plan, and make changes to fit their specific needs.

2 hours continuing education (T)

LL Learning Objective

- 1 Students will gain an understanding of what prospecting really is.
- 2 Discuss various types of effective prospecting.
- 4 Distinguish key areas and various prospecting opportunities.
- 5 Develop a monthly, weekly and daily prospecting plan.

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| Introduction | 15 Minutes |
| Instructor / Students | |
| Course | |

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| What is prospecting | 35 Minutes |
| Myths about prospecting | |
| Steps to Prospecting | |
| Blocking out time | |
| The game plan | |
| Finding Prospects | |
| Methods of prospecting | |
| Active / Passive | |

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| Getting started | 30 Minutes |
| Developing Your Sphere of Influence | |
| Developing and implementing your prospecting plan | |
| Student exercise (develop monthly/weekly and daily plan) | 20 Minutes |
| The seven sins of prospecting | 10 Minutes |

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| Conclusion | 10 Minutes |
| Check on learning | |
| Course evaluations / certificates | |