



STEVE KLOYDA

theprospectingexpert

Attract More **PROSPECTS**. Retain More **CLIENTS**. Drive more **SALES**.

THE ART OF PROSPECTING

Skeptics say that prospecting is dead. It's not. And it never will be. True, the old way of selling is dead and gone forever, but prospecting continues to be the foundation of all successful businesses and salespeople.

During this power packed program you will learn the very same top prospecting strategies that Steve has refined from over 30 years of selling experience. You will:

1. Meet "Hector the Prospector," and discover why he's still around.
2. Learn why prospecting is, and always will be, the foundation of success.
3. Identify where your prospects come from and who is your ideal prospect.
4. Determine the most efficient communication tools you can use to enhance your prospecting efforts.
5. How to apply the Law of Sowing & Reaping for increased results.
6. Learn the easiest way to track your activity for consistent results.

THE ART OF THE SMART ... PHONE

Have you been told over and over that you should utilize the telephone as a prospecting tool but you have no clue where to start or what to say when you do call? Are you hiding behind social media and email because you experience call reluctance? Fear no more! During this power-packed session Steve will share with you the top telephone strategies that he has developed, used, refined and personally tested during more than 1,000,000 (yes that's one MILLION!) telephone calls and 30 years of experience. Through this program, you will:

1. Understand why you experience "Call Reluctance" and what you can do to eliminate it.
2. Learn the single best "Phone Approach" that will separate you from your competition in seconds.
3. Discover how to get...and stay... out of "voicemail hell."
4. Identify and create your own "Unique Message"
5. Learn how to quickly and easily engage your audience by asking the "right" questions (and what those actual questions are).
6. Understand why you should never try to overcome objections and how Steve's formula for success can increase your close rate.
7. Learn the single best closing technique you can use to transform your results and drive more sales.

ABOUT STEVE: For more than 30 years, Steve Kloyda has been creating unique selling experiences that transform the lives of salespeople, prospects and customers. As Founder of The Prospecting Expert, Steve helps his clients attract more prospects, retain more clients, and drive more sales.

THE ART OF ORGANIZATION

Does the thought of trying to "organize it all" leave you overwhelmed and exhausted? Have you been told you should get organized but you don't know where to start? Are you lost in piles of stuff? You're not alone! It's a well known fact that the most successful salespeople are also extremely organized. What's not as well known is how to get – and stay – organized for maximum results. It's not nearly as hard as everyone makes it out to be. In this interactive program, Steve draws from over three decades of experience to provide the proven organizational and time management strategies you need to improve your results and increase your bottom line. After this program, you will be able to:

1. Recognize the biggest time wasters in your day and eliminate them...permanently!
2. Understand the three most important activities you need to focus on each day to dramatically improve your results.
3. Incorporate the 3 Ps (Steve's top strategies for dramatically increasing your productivity) into your daily efforts.
4. Answer the two most important questions you must ask yourself each day to maintain and protect your confidence.

This program is appropriate for your support staff as well.

THE ART OF SOCIAL MEDIA

Have you been told you should utilize social media to generate new leads and fill your sales pipeline only to realize you don't know how or where to start? Are you using LinkedIn but seeing little impact on your business? Does the idea of using Twitter as a sales prospecting tool seem like a total waste of time for building key relationships? Steve will demonstrate effective sales and prospecting strategies designed to make you more money, including:

1. The 5 P's of social media.
2. How to use social media to fill your sales pipeline.
3. Proven techniques to increase key relationships and build credibility.
4. Effective ways to separate yourself from your competition.
5. How to integrate social media as a compliment to your present prospecting efforts.



To bring Steve to your organization or next event,
contact Wendy Kurtz at 407.876.7730 or BookSteve@WendyKurtz.com
www.TheProspectingExpert.com