



## SCIENCE OF DEVELOPING OPPORTUNITIES

### Stop “cold-calling” and only pursue “hot leads”

We’ll bet your sales pipeline isn’t full enough for you to meet or exceed your sales target. If it is, you probably wouldn’t be reading this. Or, if on paper or CRM, it APPEARS to be full enough, check back with us at the end of the month, quarter or year and let us know how it turned out.

Productive work is when the value of the task is worth more than the cost of the time. If you or your salespeople are spending hours making hundreds of ‘cold calls’ for a handful of appointments that result in a lagging pipeline or sales targets that aren’t consistently hit, **is that productive work?**

**How much time do you spend each week fruitlessly searching for prospects?**

You may be shocked to know how many hours of potentially productive sales time they waste trying to keep their pipeline full.

What processes have your company implemented to ensure highly productive prospecting and a full pipeline? If the answer is “none,” **read on.**

**‘Cold Calling’ has been a waste of time for years,** yet we’ve seen an increase in that activity as more and more people compete for the limited budgets and mindshare of their potential customers.



You and your team can stop “cold-calling” decision-makers, NOW.

ASK has developed a logical, repeatable a business process that shows you how to **turn ‘cold call’ into ‘Hot Leads’**.

Prospecting can be as logical and repeatable a business process as any other. For over 30 years, AXIOM has shown companies like yours how to effectively implement and manage a prospecting process that will keep your sales people as productive as possible and your pipeline full.

### **The Science of Developing Opportunities includes:**

- How to develop clearly defined ‘Sales Success’ plans
- How to build typical and ideal customer profiles
- How to conduct effective pre-call research & ASK the right questions
- How to effectively engage decision makers and schedule appointments
- How to exercise discipline when prospecting
- Overcoming prospecting anxiety
- Developing “high impact” statements that engage decision makers
- How to compel decision-makers to schedule appointments