

# Revenue Generating Prospecting

## What is RGP?

The key to growing your business is generating new revenue. A face-to-face meeting between prospect and seller is the initial step in selling your product or service to potential customers. Revenue Generating Prospecting (RGP) is a half-day workshop designed to help salespeople learn how to prospect for new business and set quality meetings with potential customers. RGP focuses on lead generation, the powerful introduction letter, cold calling, and setting high-quality meetings with decision makers.

## Who Should Attend RGP?

RGP is recommended for every salesperson in the company. Without new business development, companies are finding it difficult to increase revenue.

## Topic Areas Covered in RGP

- ▶ Where to get leads
- ▶ How to create a powerful introduction letter
- ▶ How to create a script that gets results
- ▶ How to properly use your voice and inflection to deliver your message
- ▶ How to get past the gatekeeper
- ▶ How to use voice mail to your advantage
- ▶ How to set high-quality meetings with decision makers

## What Are the Outcomes of RGP?

At the conclusion of RGP, participants will be able to:

- ▶ Obtain a list of leads for successful prospecting
- ▶ Use a script to secure meetings with prospective customers
- ▶ Overcome objections from the gatekeeper
- ▶ Use voice mail to help in the appointment setting process
- ▶ Successfully call for appointments with key decision makers

## How Is RGP Conducted?

RGP is designed to be a highly interactive and enjoyable workshop. Open discussions, shared experiences, and interactive dialogue assist the participant to acquire, practice and transfer the concepts and skills back on the job.

### About Revenue Generators, LLC

Revenue Generators, LLC is a sales, marketing and training company specializing in pre-sales, appointment setting, cold call coaching, and seminars on how to prospect successfully for new business.

For more information on RGP and all other services, contact us at (860) 533-1607 or E-mail us at [info@revenuegenerators.net](mailto:info@revenuegenerators.net).

