

Course Outline



Strategic Prospecting in B2B Media and Events

Module 1: Fundamentals of B2B Media Prospecting

Learning Objectives:

- Understand the various forms and types of sales prospecting.
- Grasp key terms and the overall process of prospecting.
- Identify the similarities and parallels between prospecting and media planning.
- Introduce the TARGET prospecting framework and understand its strategic importance.

Outcomes:

- Participants will articulate the significance of aligning prospecting strategies with media planning principles.

Module 2: Crafting Prospecting Strategies

Learning Objectives:

- Develop prospecting strategies that align with business objectives and sales goals.
- Define and analyze the Ideal Customer Profile (ICP), focusing on their needs and understanding their challenges and aspirations.
- Establish criteria for qualifying and prioritizing prospects.
- Utilize social platforms for identifying and locating prospects.

Outcomes:

- Participants will create tailored prospecting strategies and use AI prompts to research companies that align with strategies.

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- Participants will develop a multi-channel prospecting approach.

Module3: Value Propositions and Personalization

Learning Objectives:

- Develop messages centered around value.
- Enhance personalization in prospecting efforts.

Outcomes:

- Participants will master crafting personalized, value-driven communications.

Module 4: Optimizing Channels and Timing

Learning Objectives:

- Align prospecting channels with audience preferences.
- Recognize the critical role of timing and platform choice in prospecting.

Outcomes:

- Participants will effectively select and fine-tune channels for targeted outreach.
- Mastery in timing interactions for peak engagement will be achieved.

Module 5: Targeting the Right Audience

Learning Objectives:

- Learn to identify and qualify the right prospects for B2B media services.
- Master the use of a multi-touch approach to engage with prospects.

Outcomes:

- Learners will be able to build and refine a target list of prospects based on detailed research and qualification criteria.

Module 6: Pipeline Management and Forecasting

Learning Objectives:

- Set criteria for moving a prospect to a lead status.
- Define the steps and criteria for advancing a lead and apply probability ratings for accurate pipeline forecasting.

Outcomes:

- Participants will proficiently manage and forecast their sales pipeline.

Module 7: Continuous Improvement and Avoiding Common Mistakes

Learning Objectives:

- Determine what's not working and pinpoint areas for improvement in timing, message, follow-up practices, and ICP criteria.
- Recognize and rectify common pitfalls in personalization, value messaging, and prospect qualification.

Outcomes:

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- Participants will refine their prospecting approach through analysis and adjustments, ensuring ongoing improvement.