



**Getting Steady Stream
of B2B Sales
Appointments with
Outbound Prospecting
Lesson1: Action Guide**

*GrowthAspire
Helping Businesses Meet
Their Growth Aspirations*

Welcome!

If you want to selling to B2B Clients and want to qualified appointments with lowest cost and using your personal outreach on LinkedIn, you're in the right place.

We have done extensive work in B2B Sales, B2B Lead Generation and B2B Sales Prospecting and today we are in exciting time to connect with any prospects and get them to meet us and do even sales

The platforms like LinkedIn, E-mail and technology along the psychology and behaviour science allows us to beat big companies in acquiring clients.

I am sharing the methods in these video sessions that and we've got three lessons that I'll be teaching live, and each lesson is going to include Case Studies and a Q&A session to answer your top questions.

NOTE: Everything I'm going to teach is battle-tested – this series of video is based on the core of the B2B Prospecting Method, which I have been using over last 3 years and we have trained literally 1000's of professions and in 10's of industries in the last year itself.

This action guide is designed to help you capture the critical lessons from the first lesson in the 3-part series

If ONE of these describes you, you're in the right place:

1. You are business owner starting a business in B2B Space and want to acquire new clients
2. You are already in B2B business as consultant, trainer and want to make your B2B lead generation consistent using your expertise
3. You are business dev professional or leader in a company and want to master the prospecting methods to get more qualified clients
4. You have a service business, and the only way you can currently scale is to work more.

Quick Exercise: Start with a Goal

1. ***Take a moment to jot down your goals for 2021 in terms of prospects you want and sales goals?***

2. ***3 Common methods followed to get B2B Leads***

3. ***1 shifts in the B2B Buying pattern that you must become aware?***

4. ***List the 3 Parts of system that helps you build relation and trust and gain appointments with B2B Buyers***

5. ***STEP1: Define your Niche***

Target Market:

Industry Segment

Idea Prospect

Reason/Pain Point

6. **STEP1: Narrow Your Audience**

Size of Business | Location | Departments Concerned | Prospect Title

Pains | Results Your Ideal Prospect looking for with reference your solution

Reasons | Objections for Purchase of your solution

7. **STEP7: Build the 100 prospect database**

Choose the method to build your prospect database

On LinkedIn Identify first 100 prospects to be connected

Looking ahead in the 3-Part series video...

Lesson Two – Your outbound prospecting system

In the next live lesson, I'm going to show you the way to build a B2B lead gen system with the outbound prospecting method.

We will see how you use the LinkedIn to build quickly your authority and start connecting to the prospects.

You will the learn the key mental triggers to be applied connect to cold prospects and instantly build relation and trust

Proven templates that helps you over LinkedIn and e-mail to reach to audience

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