



Tension Management Institute

Research • Development • Outreach • Training • Certification • Support • Community

— Tension Management in Prospecting —

Program Briefing

Program Overview —

This program is intended for sales professionals charged with the responsibility of initiating conversations with new and existing clients that lead to new or additional business opportunities. It is particularly appropriate for audiences where management notices:

- Call reluctance or creative avoidance in the prospecting task.
- Insufficient quantity of initial appointments being scheduled.
- Unsatisfactory quality of initial appointments.
- Poor conversion rates between prospecting calls made and appointments set.
- High levels of reschedules and cancellations in initial appointments.
- Negative feedback from prospects about the perceived value of meeting with the sales professional.
- Poor progression and/or stagnation of opportunities.

Topics Covered —

This is an in-depth program in the MasterStream® Series. It can be presented as a stand-alone experience. Ideally, the participants would have already attended the “Tension Management in Sales” core program or completed pre-work covering the basics of the MasterStream® Method.

During this program, participants will learn how to:

- Prepare themselves for a successful prospecting session.
- Introduce themselves in a way that makes their prospects want to speak with them.
- Establish expertise and credibility within the first minute of a prospecting call.
- Choose between an issue-based or relationship-based approach for landing the first appointment.
- Identify the sources of compelling tension in the target population.
- Leverage existing market/industry research.
- Create strong, value-packed opening statements.
- Close for an appointment in a way that reveals the prospect’s level of tension.
- Schedule appointments for optimum tension management and opportunity progression.
- Avoid the most common errors sales professionals make when scheduling appointments.

Formats Available —

Tension Management in Prospecting is available in a variety of formats. All programs are customized to meet the objectives of the client and are designed to be as interactive as possible. Please choose your format based on what you want your audience members to walk away with: Awareness, Understanding or Skill.

A **Keynote** is a 60-90 minute “Awareness Level” program, designed to introduce the audience members to the key concepts of tension management in prospecting and get them thinking about how those concepts apply in their prospecting efforts. While keynotes are predominantly lectures, this format allows time for the concepts to be presented in an engaging way as well as time for several partner and small group discussions.

A **Half-Day Seminar** is a 3-4 hour “Understanding Level” program, that builds on the material covered in the Keynote format and allows ample time for the participants to actually practice the skills of introducing themselves, creating strong opening statements and closing for the appointment. Half-Day Seminars are a balance between lecture, partner and small group discussions, and exercises.

A **Full-Day Workshop** is a 7-8 hour “Skill Level” program that includes everything covered in the Keynote and Half-Day formats and adds a comprehensive exercise that covers the entire prospecting strategy from research through deployment – and a thorough debrief of the experience. During a Full-Day Workshop, lecture is minimized and audience experience is maximized through discussions, exercises, role plays, skill demonstrations and application projects.

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