3D Prospecting Training

BİLGİNÇ IT Academy
info@bilginc.com
+44 20 3807 0925
+90 212 282 7700

Duration: **1 Day**

Overview

Successful sales teams do not rely only on marketing-generated leads. Modern sales professionals must actively generate opportunities, connect with decision-makers, and maintain a healthy sales pipeline.

3D Prospecting training is a comprehensive sales prospecting and lead generation program designed to help sales teams improve prospecting performance and pipeline growth.

The program helps participants:

- Generate more qualified leads
- Identify ideal customer profiles
- Strengthen outbound sales efforts
- Improve social selling skills
- Build sustainable prospecting systems

The training focuses on practical and modern prospecting techniques aligned with today's digital sales environment.

The 3D Prospecting Approach

The 3DPR methodology helps sales professionals develop structured and repeatable prospecting processes.

The framework is based on three core principles:

- Insight
- Influence
- Trust

This approach enables sales teams to create stronger customer connections while building long-term trust with prospects.

The methodology is based on more than 20 years of sales research and field experience.

3D Prospecting training helps sales organizations strengthen lead generation capabilities and improve pipeline performance.

With this training, businesses can:

- Build stronger sales pipelines
- Generate higher-quality leads
- Improve conversion rates
- Create sustainable growth
- Gain competitive advantage

In highly competitive digital sales environments, strong prospecting skills are essential for long-term success.

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Who Should Attend

This program is ideal for:

- New business sales teams
- SDR and BDR professionals
- Account managers
- Sales representatives
- Business development specialists
- Sales managers

It is especially valuable for organizations focused on active customer acquisition.

What You Will Learn

3D Prospecting training helps organizations improve sales pipeline quality and lead generation performance.

Key Benefits

- More qualified leads
- Higher conversion rates
- Stronger sales pipelines
- Faster sales cycles
- Improved sales performance
- Better quota attainment

Participants also improve prospecting discipline and confidence.

Core Topics Included

- Target profile development
- Lead generation techniques
- Cold calling methods
- Email prospecting
- Social selling strategies
- LinkedIn prospecting
- Stakeholder management
- Account entry strategies
- Outbound sales methods
- Meeting generation techniques

Outline

1. Defining Target Customer Profiles

Effective prospecting starts with identifying the right audience.

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This section covers:

- Ideal customer profile creation
- Buyer persona analysis
- Industry targeting
- Decision-maker identification

2. Inbound and Outbound Lead Generation

Modern sales organizations need both inbound and outbound prospecting strategies.

Participants learn about:

- Outbound sales techniques
- Cold calling methods
- Email prospecting strategies
- Referral generation
- Inbound lead generation

3. Social Selling and Digital Prospecting

Digital channels play a major role in modern sales prospecting.

This module focuses on:

- LinkedIn prospecting
- Social selling strategies
- Building digital visibility
- Online engagement techniques

4. Reaching Decision-Makers

Connecting with the right people is critical for sales success.

Participants improve their ability to:

- Analyze buying centers
- Map stakeholders
- Manage decision-maker relationships
- Develop account entry strategies

5. Securing Sales Meetings

Prospecting is not only about making contact — it is about creating valuable business conversations.

This section includes:

- First-contact strategies
- Building trust quickly
- Securing meetings
- Creating interest and engagement