

MEANING MORE TO CLIENTS™ SERIES

THE 90-DAY DASH™ | THE DRIVE FOR QUALIFIED NEW RELATIONSHIPS

Business Challenge

Business leaders are bombarded by calls from salespeople. Most have assistants screening their email and they rarely pick up the phone. In fact, over 90% of voicemails never get returned. Salespeople need an easy to execute a process for generating qualified new relationships - one that cuts through the clutter and makes the salesperson stand out over time.

The Focus

The **90-Day Dash™** is a 90-day development process designed to help salespeople systematically grow their business. The program is driven through a high-impact seminar with 90-days of follow-on coaching. This results-producing system provides salespeople at all levels with practical skills and tools that they'll be able to use immediately. Coaching and reinforcement is conducted through ProDirect's Online Learning Center.

Key Content

- Developing Your 7-Touch Strategy™
- Creating a "stream of consciousness" with prospects
- Developing Your Unique Elevator Pitch
- Referral Strategies that Generate Qualified New Relationships
- Personal Time and Opportunity Management Strategies
- The **90-Day Dash™** Business Development Dashboard
- Prioritizing your prospects for maximum penetration
- The ProDirect Relationship Building Tool

Outcomes

By participating in The **90-Day Dash™**, participants will be able to:

- Generate a minimum 20% increase in qualified new relationships
- Determine where exactly to go for new business
- Create more compelling relationships with their network
- Engage the total organization beyond their team
- Attract and recruit clients vs. Merely "selling" them
- Develop a plan of touches that brands them as a trusted advisor
- Outsell their competition by getting to opportunities first



WHO WILL BENEFIT

The 90-Day Dash™ is perfect for salespeople, account managers, and service personnel who need to reach hard-to-get prospects to grow their business.

DELIVERY

ProDirect's 90-Day Dash™ is a 3-month intensive business development program that kicks off with an engaging 4-hour seminar complete with tools and tip sheets. Follow-up coaching is provided by trained ProDirect facilitators and/or certified client coaches.

ABOUT

Founded in 1999, ProDirect LLC is a sales training and coaching company dedicated to helping companies leverage their sales talent. The firm blends sales training, business development tools, and real world coaching to help clients achieve results they can feel. Based in Princeton, NJ, ProDirect serves clients in the Global 2000.