

**The**  
  
**B·E·S·T**  
**Business Building System**

**The major challenge for almost every salesperson in the world is prospecting for business development. The people to see, the time to see them and the skills to find and influence them, provide some of the biggest barriers to success for many. The BEST System is designed specifically to beat those barriers – to help your salespeople find the business, qualify it and create the right environment for sales success.**

The program is tailored and facilitated for your organisation, frequently after cultural assessment and diagnostic evaluation. A stand-alone program will usually comprise an initial workshop of 2 days, or we will deliver it in tandem with the BEST Selling System for a total solution. Training for your leaders in the BEST Coaching System may also form part of a total program.

**Course contents generally include:**

- Development/interpretation of marketing plan and strategy
- Prospect identification and classification
- Creative marketing in a competitive environment
- Networking skills and strategies
- Meeting potential customers' needs
- Methods of approach
  - cold calls – face to face or telephone canvassing
  - referrals
  - pre-approach mailings
- Managing call reluctance
- The new business cycle: marketing-sales-service
- Account management strategies
- Personal presentation
- Record keeping
- Time allocation, scheduling and management

A measurable outcome for the program is agreed with you and targeted throughout, with corrective measures built in if necessary to ensure results.

The BEST Training Systems are built on the principles of spaced repetition, peer group learning, on-the-job development and management involvement; with those principles built in to this program, it gets results.