In mature markets and channels, most sales professionals need to be both farmers (account managers who preserve and grow current revenue streams from existing customers) and hunters (prospectors for brand new customers). The conundrum most organisations face is that good farmers tend to be weak hunters, and vice versa.

The mistake organisations often make is to attribute good hunting proficiency to something largely innate...a skill set that is difficult to teach. Closer examination of good hunters across a range of industries and channel structures suggests that this is untrue - and this topic will prove that, when armed with the right tools, your team can and will win the right new customers for your organisation.

How do we do it?

Our Development & Learning topics provide the structure and methodologies, while your sales leaders put them into practice using real data – and reap rewards in the form of tangible processes, models and tools.

The Prospect Management (Hunting) topic can be customised to meet your specific needs, whether it be:
- a 1-2 hr presentation (eg at company sales conference) that will challenge the team's conventional sales beliefs
- a half-day workshop developing the theme, or
- a whole day boot camp utilising your data to design and develop your prospect management toolkit

LEVEL	SECTION TOPICS	KEY ACTIONS AND OUTPUTS
3	Hunting visit capacity	• Understand the sales force equation and appreciate that sales visits are a finite & expensive activity • Calculate your total visit capacity and apportion this capacity to farming and then to hunting
3	Prospect Pipeline	• Calculate how much of your revenue budget will come from farming existing clients and how much from hunting prospectives. • Determine how many new customer signings will be required to deliver your hunting budget contribution • Identify pipeline structure and gateway definitions
3	Prospecting maths	• Progression and conversion rate & duration • Visits needed to reach prospective conversion or escape • Review and reset your total visit capacity to hunting, having now completed your pipeline definition and scope • First cut supporting software/CRM specification

What do you need to do?
- Select your preferred format (presentation, workshop or boot camp)
- Select the most appropriate 6-15 delegates from your sales and marketing management group to participate
- Assist us with an hour or two here and there during the month beforehand to gather specific data or inputs we will require to prepare the customisation

What do you get?
- Our presentations motivate participants to take a fresh look at your company's sales territories and identify opportunities for improvement
- Our workshops extend this by also increasing the skill and knowledge base of participants in the above areas
- Our boot camps provide all of this PLUS participants will leave with a Hunting plan and toolkit, with user guides, that you can implement immediately and/or continue to develop back at your offices