

Outbound Excellence

“The Qualifier”

This is the “Prospecting Exercise” you will be providing to each qualified candidate:

A major element of your success at Outbound Excellence is your ability to make effective prospecting calls. In fact, as a new associate, you will spend approximately four hours per day developing business by prospecting new accounts. Prospecting is hard work, and it’s not for everyone. In an effort to help our sales candidates decide if they have the right desire and skill set for prospecting, we have developed a prospecting exercise as part of the interviewing process.

This role exercise gives candidates a chance to experience the feeling of prospecting using the same guidelines and in the same environment they would as an Outbound Excellence sales associate.

We are providing you with a sample prospecting guideline that is the same guideline that our associates use to develop their prospecting skills on the phone after they have completed sales training.

We are also providing you with information to enhance your overall selling skills. Both the call guideline and the selling skills information are the same documents used to train our NEW sales associates.

Here’s How The Exercise Works:

- 1) Study both the call guideline and the selling skills information until you are comfortable with each.
- 2) Practice making calls using the guideline until your prospecting call is fluid and you are comfortable with the Selling Skills information. You may practice this information by role playing with your friends and family, or by taping yourself and monitoring your progress.
- 3) Keep in mind that this exercise will be a determining factor in making our hiring decision. It will provide us with a good overall view of your Ability to Follow Instructions, Work Ethic, Persistence, Desire To Succeed, Communication Skills, Self Confidence, Selling Skills, and your Ability to Work Under Pressure.
- 4) When you are ready for the REAL TEST, call your prospect! The name and telephone number of your prospect, (our Director of Sales) is included with the information packet. Remember when making the call that you are no longer a candidate. You are a sales associate representing Outbound Excellence and the director is a prospective customer. There’s no need to preface your call; the call guideline will clearly identify the purpose of the call.
- 5) End the call the same way you would with any customer. You will be contacted with our hiring decision within 3 business days.