

CRAFTING IDEAL PROSPECT PERSONAS



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About this course

Want to multiply your results by having more meaningful conversations that advance potential buyers? A robust prospecting plan is the answer! This course will help your sales team build ideal prospecting personas that will advance your pipeline.

Sales is all about maintaining control of the plan, the process, the journey, and certainly the conversation. This course will teach you how to build a profile for your ideal prospects, from influencers to purchasers of your product or service.

You'll get the most value out of this course if you have a prospecting persona in mind that you would like to refine.

+ Course information

2 weeks | Mon, Weds
8am PT • 11am ET • 4pm UK | 3 x 1-hour live classes

What impact this course will have

- You'll understand the difference between Marketing Personas and Prospecting Personas.
- You will acquire the building blocks needed to create a succinct and useful Prospect Persona.
- You will know what data needs to be collected to make sure you've got the right Ideal Prospecting Persona for your business e.g. Core Value Proposition, Primary Objections, Professional Objectives.
- You'll have reviewed the Megan-The-Marketer Prospect Persona Profile and be able to build a multi-touch sequence.



Class 1
The Use of Prospect Personas for Sales

- Why Prospect Personas?
- Where Personas are found in your organization
- Review of the Ideal Prospect Persona Schematic
- How Prospect Personas differ from Marketing Personas

Class 2
Collecting data for, and building your Prospect Persona Profile

- Where to look for insights and intel when building your Prospect Persona
- Key elements and blocks of focus when building your Prospect Persona
- Putting it all together - building your sales conversations using the Prospect Persona profile

Class 3
The Prospect Persona in action - a multi-touch sequence built for Megan-the-Marketer

- Megan-The-Marketer's Prospect Persona Profile
- Megan's Sales Conversations
- The Multi-Touch, multi-channel sequence built for Megan
- The conversion results of the Megan-the Marketer campaign (and what you should strive for in your campaigns)

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MARYLOU TYLER CEO, STRATEGIC PIPELINE



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BIO



Marylou is a renowned sales process improvement expert, #1 bestselling author of "Predictable Revenue" and "Predictable Prospecting", and CEO of Strategic Pipeline. She has helped businesses like Apple, Bose and UPS consistently grow revenue by increasing their sales pipelines. Marylou's passion is helping B2B sales professionals advance sales conversations from cold to qualified opportunities.