

# Account Management & Prospecting Foundation Day

Sales is a fundamental business discipline critical to the success of all companies. Indicator Foundation Days enable participants to improve success and confidence with distinctive B2B selling practices, techniques and disciplines to keep your pipeline healthy.

## Why Foundation Day Works

Cemented with practical and adaptable tools, this one-day workshop improves your prospecting and account management techniques to drive results and has been designed from years of sales experience, reinforced with current best practice.

Foundation Day is suitable for both those new to sales, and those with more extensive experience wanting to hone their skills.

## Core Content

- ✓ The skills, mindset, and process of developing new business
- ✓ How to focus your prospecting time on the right prospects
- ✓ Developing a sales rhythm that drives new business
- ✓ Building trust and rapport quickly – from first impressions
- ✓ Structuring first contact calls & delivering your elevator pitch
- ✓ The activities and approach to proactive Account Management
- ✓ Defining your coverage within an account and how to move this forward - Stakeholder mapping
- ✓ Aligning your strategic goals to your customers goals
- ✓ How to use objective criteria to measure the health of your customer relationship and to drive activity
- ✓ Getting the most out of networking events

### Who it's for

- ✓ Sales Managers
- ✓ B2B Salespeople
- ✓ BDM & Account Managers
- ✓ Sales Development Representatives
- ✓ Anyone keen to develop their sales skills

### Investment

TIME Special rate

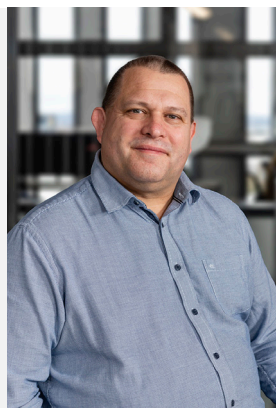
**\$975 + GST** ~~\$1,250 + GST~~

[Register Now](#)

## Facilitated by either:

### Micahel Fooks Head of Training

Michael is known for his clear, direct training style and ability to shift behaviour fast. A former tech sales leader, now one of NZ's top sales coaches, Michael blends psychology with deep commercial know-how.



### Simon Dickson Sales Leader & Trainer

Simon brings a straight-talking, practical approach to sales training and change management. He focuses on lifting capability, aligning the team, and driving outcomes that matter. He knows how to cut through the noise and connect the dots between sales and business strategy.



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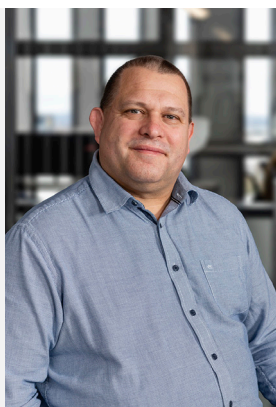
- ✓ **\$1,250** + GST  
Foundation Day
- ✓ **\$2,565** + GST | **Save \$455**  
Foundation Day + 6 Months  
Sales Academy
- ✓ **\$3,950** + GST | **Save \$840**  
Foundation Day + 12 Months  
Sales Academy

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*Exclusive member offer*

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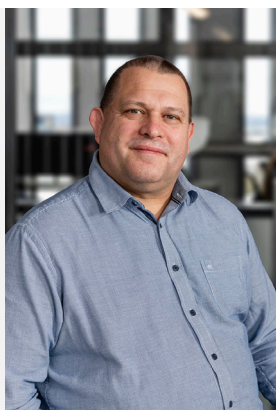
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