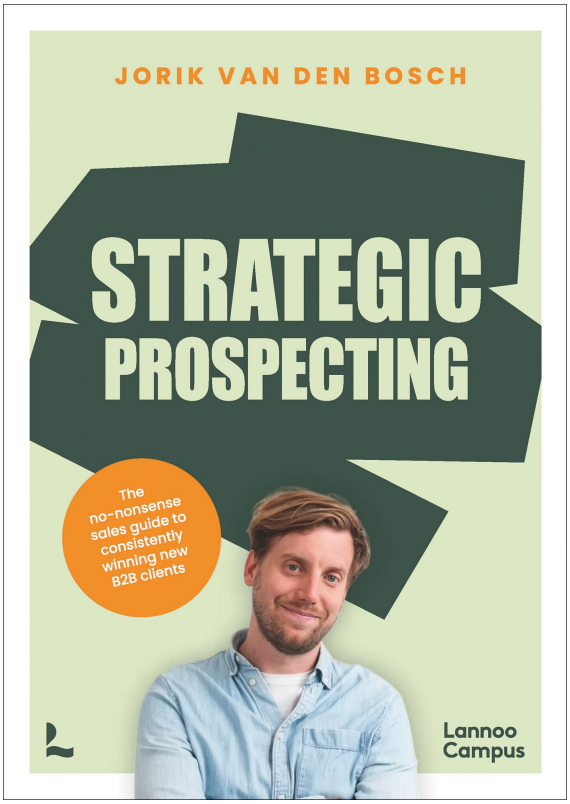
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Strategic Prospecting

The no-nonsense sales guide to consistently winning new B2B clients

Jorik Van de Bosch

ISBN	9789465510170
Publisher	Lannoo Publishers
Binding	Paperback / softback
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- Based on proven B2B-prospecting strategies from more than 350 companies; no theory, just what works in practice
- Written for entrepreneurs who want to grow through smart, predictable and scalable prospecting
- The first practical book to explain prospecting in a clear and straightforward way
- A practical guide packed with tips, frameworks and step-by-step approaches you can apply immediately
- Practical tools: checklists, cold email scripts and useful AI tools

Decision-makers deal with a constant stream of emails, calls and notifications every day. Overloaded inboxes and increasingly strict filters are making traditional prospecting methods – 'send more messages, make more calls' – less and less effective.***Strategic Prospecting*** shows you how to get noticed in an increasingly crowded environment. Step by step, you will learn how to build a structured approach: from developing a clear strategy and creating relevant prospect lists to writing effective cold emails, designing sequences and using proven scripts. No theoretical concepts, but a practical guide full of examples and proven techniques that will help you start more conversations and move opportunities forward. 'This is not a "tips and tricks" book. People are looking for value, trust and a reason to take action now. Jorik understands this: he doesn't build a sales funnel, he builds a runway.

"Read it, highlight it, fold down the corners and put it into practice." — **Michael Humblet**, Founder of Chaomatic, Co-founder of School of Sales and author of *Why Now*.

"Jorik is the man who loves prospecting, learns by doing and teaches others how to do it: Go Johnny, erm… Jorik, go go! A great book and highly recommended." — **Peter Snauwaert**, Sales Manager at Cronos Group.

"This book brings traditional prospecting into the modern ICT world." — **Frank Borgenon**, Sales Manager at Equans.

Jorik Van den Bosch is founder of Wennovate and co-founder of School of Sales. He helps organisations build their outbound sales approach and generate qualified meetings. Previously, he worked as a sales engineer and business developer at more than ten high-tech companies and start-ups. He supports companies with innovation, AI and digitalisation projects and shares his no-nonsense approach through workshops and keynote presentations.

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