



Lead Nurture Strategies

Converting prospects into clients is a complicated process and one of the most important factors in moving someone towards becoming a client is building trust in you and your practice and establishing credibility as an industry expert. This course explores the journey through Know-Like-Trust along with strategies to establish credibility with your prospects.

Participants will learn how to:

- Compose a Front of Mind strategy
- List 3 ways to provide value in a Front of Mind strategy
- Define each stage of know-like-trust
- List the 6 establish credibility with your prospects
- Establish communication best practices

To register, visit www.thesalesseed.com and select “Self-Paced Training” or contact info@thesalesseed.com for firm specific options.

In order to receive CPE credit, participants must log into the training session and answer all applicable questions during the presentation.

Participants will receive 1.0 CPE Credits

Field of Study: Communications & Marketing

Additional Information:

Prerequisites: Participants are those involved in business development activities.

Who Should Attend: Anyone who is actively trying to gain new clients and is interested in learning how to build trust and establish credibility with prospects.

Advance Preparation: None

Program Level: Basic

Delivery Method: QAS Self Study

Refunds & Cancellations: Cancellations or modifications to registrations must be made within one week of purchasing the training course. Full refunds are available during this time if the customer has not logged into the training platform (<https://thecpeseed.com>). Please email info@thesalesseed.com to request a refund. For more information regarding administrative policies such as complaint and refund, please contact our offices at 859-594-7844.

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