

# New Business Hunting

Our New Business Hunting Programme is designed to equip salespeople with the knowledge, confidence and practical skills to engage in proactive hunting.

The learning journey will explore the following:

- **Why:** Building the right mindset around being proactive and knowing what you are looking for
- **Planning:** Putting in place a strategy for the hunt
- **Communicating:** Delivering the right information in a way that makes sense to the customer
- **Firming up the Opportunity:** Turning the conversation into a sale

The programme will be supported by practical AI tips and tools including access to our AI Sales Playbook.



Who

Sales  
Executives | Sales  
Managers



Format

FacVirtual training  
Self-study



Duration

3 month programme  
10-15 hours

## Programme Objectives

This practical programme has been carefully designed to enable participants to:

- Build the confidence and mindset to proactively identify and pursue new business opportunities
- Plan and execute structured hunting strategies to target high-potential customers and markets
- Use AI and digital tools to research, qualify and prioritise prospects efficiently
- Initiate value-driven conversations that engage decision-makers early and create differentiation
- Craft effective outreach messages across channels to increase response rates
- Manage and track hunting activity through CRM data and analytics for continuous improvement

## Our Solution

### The Hunting Mindset

#### Reframing new business development as a proactive, structured, value-add activity

- The difference between farming and hunting mindsets
- Overcoming barriers to prospecting and new business pursuit
- Setting meaningful personal hunting goals
- Using data to identify attractive market segments
- Using AI to research industries, trends and identify emerging opportunities

### Targeting and planning the hunt

#### Turning insight into a focused, actionable hunting plan

- Building a "hunt plan" – defining target customers, value hypotheses and outreach priorities
- Using CRM and digital tools to track progress and focus effort
- Prioritising targets for best return on effort
- AI-assisted prospect research and account mapping

### Engaging the Prospect

#### Opening meaningful conversations that earn attention and interest

- Creating curiosity and value in first contact
- Crafting messages and outreach sequences (email, social, phone)
- Handling gatekeepers and objections
- Generating and refining cold email drafts, LinkedIn messaging and call openers

### Converting interest into opportunity

#### Moving from conversation to qualified opportunity

- Qualifying prospects efficiently and recognising buying signals
- Framing discovery conversations to uncover real needs
- Leveraging customer insights and success stories to create credibility
- Analysing response data and refining approach. Developing next step actions and integrating learning into CRM workflows



## Key Benefits of the Programme

- Complete learning journey that covers all aspects of the hunting mindset
- This programme can be tailored to fit your business need
- Can be run in multiple languages via our global network of trainers
- The focus is on practical application and real situations
- Learning cascades through participants' performance into wider organisation
- Supported by our new AI Sales Playbook

## The Learning Journey

We offer a range of different approaches for our New Business Hunting Programme. It can be delivered as a virtual programme or as a one-day Face-to-Face Programme.

### Virtual Programme (or available as a 1 day Face-to-Face Programme)

#### Session 1

##### The Hunting Mindset

- Overcoming barriers to prospecting
- Setting meaningful goals
- Using data and AI to identify attractive market segments
- **Homework:** Identify and shortlist 3-5 "hunt targets" using internal and external data sources

2 hours

#### Session 2

##### Targeting and Planning the Hunt

- Building a hunting plan
- Prioritising targets for best return
- AI assisted prospecting
- **Homework:** Develop an individual hunting plan and prepare value-led outreach messages

2 hours

#### Session 3

##### Engaging the Prospect

- Creating curiosity and value in first contact
- Crafting messages and handling gatekeepers
- Using AI to generate and refine email drafts
- **Homework:** Practice outreach using real examples and track responses

2 hours

#### Session 4

##### Converting Interest into Opportunity

- Qualifying prospects
- Framing discovery conversations
- Using AI to develop next-step actions
- **Homework:** Apply the process to a live prospect and prepare a short reflection for review

2 hours

## Why train with us?

Our customers tell us that we are different and that working with us is different too. Here's what sets us apart:

- **We customise all our solutions:** We pride ourselves on developing fully tailored solutions for each and every client
- **We have global expertise:** Our specialism is rolling out global Programmes in 20+ languages
- **We are dedicated to changing behaviour:** Our solutions are not about delivering content, our aim is to change behaviour so that your people behave differently & improve performance
- **We are transparent and open:** We're good at building long-term client relationships because we are friendly, approachable and have a transparent approach to pricing



People  
Development  
Specialists

Business Linked Teams is a global people development company headed by Samantha Caine, FCIPD. We empower development and enhance capability through bespoke learning solutions and carefully curated change initiatives.



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