In each phase of the prospecting process, the sales manager will have to focus his team’s training on two objectives: best practices of approaching senior executives through systematic networking, and quickly executing implementing those new skills. If salespeople are to succeed, they need to have the ability to use networking resources to deliver value-driven information to the targeted executives.

The core networking practices that sales teams need to learn are:

1. **Targeting** – The ability to identify companies that are at the beginning of a product development phase. Having a network of professionals who can alert your sales team to activity involving this cycle is the key to successfully approaching senior executives.

2. **Getting Introduced** – Using contacts within a network to gain an audience with an executive is less awkward than cold calling or emailing. Asking for a connection to introduce your salespeople is more effective than email messages or phone calls that interrupt the prospect during their workday.

3. **Setting the Appointment** – Careful preparation or meeting the prospect must be professionally executed. Since appointments are set up by a network of professionals, care must be taken to represent the contact(s) which referred your team member.