

Making more 'qualified' appointments by phone

More and more companies are expecting their staff to create opportunities over the phone consistently in order to protect and grow their business. Appointment making is a great way of opening doors.

This workshop explains why appointment making is a 'skill' and demonstrates some realistic strategies for getting in front of the right decision maker. We show you how good technique will achieve, with practice the outcome you want by increasing your confidence. The workshop demonstrates the connection between getting past gatekeepers, delivering effective openings to create interest and then establishing genuine needs in your products/services using a professional structure.

Who is this workshop aimed at:

Anyone who makes outgoing calls to either existing and potential customers in order to arrange a meeting. This includes sales staff, engineers, representatives, internal telephone based staff, managers and sales administrators.

CONTENTS INCLUDE:

- Preparing mentally for every call
- Getting through to the correct decision makers
- How to create Interest on the call
- Establishing a rapport that creates interest.
- Positioning the relevant features and benefits
- Getting Past gatekeepers comfortably
- How to pre-empt and deal with Objections
- Motivating prospects to want to commit to your offering
- Closing and categorising the call
- Avoiding the 5 common mistakes made when cold calling.

Duration: One Day

Investment: £225.00 + VAT