

# Master class

## “Telephone prospecting for growth in 30 days”

If you've decided that now's the time to seriously understand the real benefits that 'telephone prospecting' can do to your business then this '**Telephone Prospecting for growth in 30 days**' is a must. Unlike many cold calling and prospecting programmes already on the market this programme is dedicated to really growing YOUR confidence, which in turn will contribute towards achieving greater sales. Confidence is the downfall for many doing prospecting, coupled with decision makers who seem to be in 'rejection mode'. We know this cannot be achieved in one day so our '**Telephone Prospecting for growth in 30 days**' along with one to one coaching and remote monitoring spreads over a 30 day period and will guarantee the techniques learned are embedded and will be used straight away.

This programme focuses on getting in front of more prospects by teaching the skill of generating 'more qualified leads'. We show individuals how good technique will achieve, with practice the outcome you want by increasing your confidence. '**The Telephone Prospecting for growth in 30 days**' 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.

### Our format

Our unique format guarantees that individuals who leave our programme will have improved their approach by 50% when back in the workplace. This is how:

**\*Pre-calls & coach discussion** – Prior to attending the live workshop each individual will be asked to make a small number of calls to their potential customer base. Each individual is given a pin and asked to then make their pre calls.

**Master Class - The Telephone Prospecting for growth in 30 days – One day** - We work extensively with you on getting the 'structure' of the call right, without structure individuals lose control. We look at the individuals common objections relevant to their business and together work on their responses. We analyse how they position their offering and give 'honest' feedback on what needs to change and why. Role plays are used throughout the day using our telephone lab.

**Audios** – During the **Telephone Prospecting for growth in 30 days** we demonstrate poor and good techniques using pre-recorded audios as examples.

**Post calls – one hour phone coaching session with Trainer** – Each person will leave the course with an 'Action Plan'. This 'Action Plan' will include making a small number of calls using the remote monitoring service to evaluate what they have learned **after** the workshop. The trainer will give feedback on calls.

**Group Coaching call** – A webinar online after the **Telephone Prospecting for growth in 30 days** with all who attended to hear and share successes and areas to develop further. Question and answer session.

**Trainer contact** – For up to 30 days after the course all individuals can contact the trainer by phone (Freephone) or email for any further assistance as and when required. Free of charge.

### **Why choose our TRAINER & COACH?**

Audrey Bodman has been an established Trainer for over 20 years specialising in customer service and sales (specifically in telemarketing and cold calling).

As a practitioner she is 'passionate' about cold calling and prospecting so still makes a minimum of 60 – 100 cold calls per month to ensure the techniques she shares with her delegates are current and not out of date.

She successfully ran her own telemarketing company for over 10 years, and became one of the first telemarketing companies in the East Midlands to achieve 'Investors in People' award in the early 1990's.

She has delivered both public courses and in company courses for blue chip and small businesses and has worked in numerous industries both nationally and internationally.

Her style is highly interactive 75% group participation including skills practice. She is renowned for "saying it as it is", so don't expect lip service!

**Investment:** £295 + VAT (Includes one day Telephone Prospecting for growth in 30 days, remote monitoring service, mp3 audios, Group coaching call, one hour phone coaching after the Telephone Prospecting for growth in 30 days with trainer, all course materials and lunch on the day)

**In-company rates** for 6 delegates or more – details on request.

**Terms:** Payment required in advance.