

APPOINTMENT SETTING

Duration: ½ day (am)

Workshop introduction:

Every sales opportunity invariably begins with some kind of lead generation from those in sales and marketing departments. Although there are many ways to generate leads, this short, sharp workshop is designed for those who use telemarketing as their particular method. As selling continues to become evermore competitive it is even more important to engage your prospect quickly and decisively.

Research has shown that you only have a matter of seconds to engage your prospect and so developing your telephone skills, voice, tone, pitch and pace as well as how you come across as a person is vital. This course will help the delegate to 'be themselves' more and use every tool as their disposal to develop their skill at building rapport quickly and gaining commitment.

Core competencies developed during this workshop:

- Thorough preparation for the call
- Identifying decision makers
- Gaining and maintaining rapport
- Powerful questioning and listening skills
- Using your voice and language to maximum effect

Workshop Content:

Session One: Preparation

- Welcome, introduction & review personal objectives
- Preparing for the call ~ building confidence
 - Who are you going to approach and why?
 - Establishing useful information
 - Is there a need for your product/service?
- The structure of your call
- Identifying the decision maker
 - Are you talking to the right person?
 - Getting past 'gatekeepers'

Session Two: The call

- Opening the call
 - How to gain attention immediately
- Powerful questions skills
 - Listen and counter question
- Understanding wants, needs and expectations
- Establishing and maintaining rapport
- Use of language – voice tone, pitch, pace and timing
- Handling objections
- Knowing when to close
- Managing the balance being assertive and being too pushy
- **Training exercises** ~ delegate skills practise throughout the session
 - Individual and group analysis & feedback
- Review personal objectives, summary & close