



APPOINTMENT GENERATION BY PHONE *(including a live calling session)*

A one day workshop designed specifically for SME Businesses

Who is the Course For?

People with no, or very little, outbound telesales experience. By the end of the day, attendees will have:

- created and **USED** their own bespoke cold-calling approach/script
- an understanding of how the techniques trained can assist in face to face selling scenarios

What is the Course Format?

- presented in a highly interactive format, 65% of the day focuses on:
 - **projecting confidence on the phone**
 - fast **rapport building** techniques on the phone
 - how to structure the **right sales approach** on the phone
 - profiling, purchasing and **managing data**
- 35% of the day is spent with attendees **making live calls on real data**



WORKSHOP CONTENT

Data management

How to identify the "optimum" prospect
Where to purchase prospect records
Staying within legal requirements of cold calling

Effective Telephone Communication Techniques

Projecting Confidence on the Phone
Removing the Fear Factor
Creating Rapport Quickly

Effective Telephone Selling Techniques

5 Steps to Successful Appointment Generation by Phone

Face to Face Sales Skills

How to get the most out of the appointments you attend

Live Calls

After demonstration by the trainer, attendees spend 2 hours on the phone, making live calls to real prospects

Brian Cox, Itseeze, Camberley.

"The presentation, content and delivery were exceptional, and the workshop trainer conveyed all the information in a clear, concise and very effective manner, from the basics of human interaction to live telemarketing calls, making good use of real examples and relevant examples throughout the duration of her presentation. Not only this, but as a bonus, we generated a real appointment during the live calling session in the afternoon. I would thoroughly recommend Link to any organization looking for any form of telemarketing services or training."

Kirby Jenkins, Ind.Utilities, Plymouth

"The course was very helpful to both myself and my colleague- although I have had previous experience in this area I lacked confidence but after doing the course I feel so much more confident when I pick up the phone, and prepared for anything they may ask me! All in all, well worth it!"