

**SSBS036:            Telesales / Cold Calling / Appointment-Making****Overview:**

This workshop will enable your company to utilise proven methods for generating leads, overcome the fear of call reluctance, capitalise upon referrals, and secure more appointments with decision makers. Managers will develop a complete telephone appointment making approach with their sales team, as well as effective strategies for anticipating responses and handling issues in order to improve their team's closing ratios and goals. Sales Executives will create their own individual approach for qualifying and appointment setting and selling, build key skills necessary in generating new business, and practice these newfound skills through phone coach role-playing to ensure successful application.

**Duration:**

1 day

**Objectives:**

To help participants increase sales by providing the sales team with specific skills training that will enable them to improve their success at making appointments and therefore, get to see the right number of people required to make their sales targets consistently.

**Who should attend?**

- Sales Executives and Representatives
- Business Development Executives and Managers
- Sales Managers whose teams (need to) make (should be making) a lot of appointments
- Senior Executives / Managers / Company owners who themselves still sell and develop new business for their companies
- Internal staff who make appointments for other executives / managers in the company

**Content:**

- **Introduction to Getting to Closed™ [Prospecting System]**
  - Understand ratios and how to improve them
  - Understand the steps of the sale and their progression
  - Understand your sales cycle and the time/ probability factor
  - Introduce the "do" versus "need" sales philosophy
  - Understand time and activity allocation
  - Understand continual prospecting, replenishing prospect base
  - Understand true definition of prospect

- **Introduction to Appointment Techniques™**
  - Understand the Cold Calling Techniques™ model
  - Lead Generation
  - Understand and utilise realistic call ratios
  - Learn effective methods of generating leads
  - Identify ways to obtain referrals
  - Review how to penetrate existing accounts
- **Approach Development**
  - Develop approach for setting appointments
  - Introduce “opening” the conversation
  - Anticipate reactions of prospects
- **Anticipating Responses/Handling Turnarounds**
  - Identify specific responses
  - Review turnarounds of most common objections
  - Understand how to create the “Ledge”
  - Focus on closing the appointment
  - Reinforce through “They Say, I Say” exercise
- **Implementation**
  - Reinforce through “They Say, I Say” exercise
  - Reinforce through Phone Coach™ role play
  - Introduce tips to improve effectiveness

### **Benefits/Outcomes:**

By the end of the programme participants will:

- Understand own numbers and ratio
- Secure more appointments, more consistently from even small pools of leads
- Spend less time on appointment-making
- Get to see the “right” decision-makers
- Maximise the opportunities to get to see referrals
- Maximise the time spent in front of prospects, identifying prospect needs and moving relationships on
- Become aware of the need to maintain a specific level of appointments that will deliver business goals and avoid ups and downs in activity.
- Maximise the use of any supporting marketing activity (e.g. advertising, direct marketing) by securing a higher return in terms of people-facing meeting secured.
- The Manager spends less time seeking the right activity level and more time working to improve selling performances.