

One-Day Workshop

Effective Cold Calling

Transform your attitude to cold calling and appointment making

- With the emphasis on achievement, this results orientated workshop will inspire you to success
- Learn the secrets of the world's best sales people
- Learn to make more appointments in less time
- Learn to fill your diary with qualified appointments
- Learn how to engage with decision makers on more cold calls



Venue: Regus Business Centre, Capability Green, Luton

Date: 12th January 2007

A workshop for new and experienced sales people who make cold calls and appointments by phone

salesxcellence

Free Phone 0800 328 0702

Visit us on line at www.salesxcellence.co.uk

Effective Cold Calling Workshop

Techniques to help make more cold calls to decision makers

One-Day Workshop on Cold Calling

This workshop includes **live** telephone calls to real customers

SalesXcellence's Effective Cold Calling workshop focuses on getting in front of more prospects by teaching the skill of *telephone* cold calling and appointment setting.

The workshop demonstrates the connection between daily activities, the sales cycle, and the number of sales necessary for a consistent flow of qualified appointments and cold calls. Based on practical skills that get results fill your diary with qualified appointments.

Cold call and appointment making is usually the least liked part of any sales job. Prospects do not like receiving unwarranted phone calls resulting in rejection and frustration for the sales people.

In our one-day workshop you will learn how to pick up the phone with confidence and an attitude of success. Learn how you can build rapport quickly on the phone. Identify and pre-empt the objections that prevent you from succeeding.



Learning from the secrets of the world's best sales people and discover their approaches and methods that get them results consistently. The workshop is packed with real life examples that get you results. Learn how to qualify appointments so that you only have appointments with the people worth pursuing. Identify the key people involved in influencing the sale, determine the real opportunities and eliminate time wasters.

Eliminate the fear of cold calling. Learn the cause and the solution. With the emphasis on results this hands-on workshop will ensure your success in appointment making, listen to your trainer make live phone calls during this workshop, and then you call your customers live with the enthusiasm to close the sales and get an appointment.

Venue: Regus Business Centre, Capability Green, Luton

Fee: £295 stg.

(Fees includes personal workbook, morning coffee, lunch and afternoon tea)

Call Free Phone 0800 328 0702 to enroll

Techniques to help you succeed on the telephone



This workshop places emphasis in the “how-to” of constantly bringing new prospects into the sales cycle to generate new business and dramatically increase results. Hear the trainer make *live* calls to one of your prospects!

Learn proven methods to gain more appointments with decision makers.

Transform your attitude to cold calling and appointment making

Participants will learn:

| | |
|---|---|
| Build Rapport Rapidly on the Phone | Make every Call Count |
| The Secret to Cold Calling | What to do before you pick up the phone |
| Sales Magic with NLP | Getting Past Gate Keepers |
| Overcome Call Reluctance | Get out of Voice Mail Jail |
| Develop Listening Skills | How to Deal with Objection |
| Open the call to create interest | 12 Powerful Persuading Words |
| Build an Elevator speech | Verbal Techniques that build trust |
| Ask the Right Questions | Use Your Time for Best Results |
| 37 Magic Selling Questions that will build interest | Get Commitment |
| Identify the Decision Makers | Learn the right time to ask for the appointment |
| Create Interest on Opening the Call | Avoid unqualified appointments |
| Reach MDs and Chief Executives | How to follow up the call |
| Learn the reasons Chief Executives will give you an appointment | How to stay motivated |

Who should attend?

Sales people using the phone to find new customers
Sales co-ordinators who book appointments for the sales team
Anyone new to sales
Self-employed business people who wish to build their business
Anyone responsible for business development
Sales executives booking appointments with new prospects
Sales Managers who wish to train and motivate their sales teams

The workshop runs from 9:15 am to 5:15 pm, fee includes your own personal workbook to build your ideas and scripts that ensure your success in appointment making, morning tea, lunch and afternoon coffee.

Fee £295stg

(Fee includes personal workbook, morning coffee, lunch and afternoon tea)

Effective Cold Calling Booking Form

To ensure places in this workshop or to request further information please complete the appropriate sections below and **fax this to (UK) 028 25 638 051**
or email us at bookings@salesexcellence.com
for further information call us on **Free Phone 0800 328 702**

Course: Effective Cold Calling Fee £295stg

Venue: Regus Business Centre, Capability Green, Luton

Date: 12th January 2007

Delegate Name

Delegate Name

**Delegate Name
(Send a third delegate and enjoy 20% Discount for this delegate)**

Contact Name

Position

Tele No.

Fax No.

Email

Invoicing Details

Company Name

Address

.....

TownPost Code.....

Purchase Order No.

Please note that on all public workshops payment is required by the morning of the course. We will fax you joining instructions and your invoice seven days prior to the workshop. Cancellations received within seven days of course commencement cannot be accepted, we will however allow a substitute delegate to attend. Cancellations outside of seven days may transfer to the next course.
I have read and understood your terms and conditions

Signature

Please Contact me regarding the following:

- In-house Training**
- Consultancy**

Sales Audit