

# One-Day Workshop

## Creating Customers on the Telephone

*Transform your attitude to cold calling and appointment making*



With the emphasis on achievement, this results orientated workshop will inspire you to success



Learn to make cold calls that get results



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



Wellington Park Hotel, Belfast  
4<sup>th</sup> September 2007

Regus Business Centre Luton  
6<sup>th</sup> September 2007

Fee: £195.00

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

**sales**xcellence

Free Phone 0800 328 0702

Visit us on line at [www.salesexcellence.co.uk/](http://www.salesexcellence.co.uk/)

# Effective Cold Calling and Appointment Making

Techniques to help you get more business and make more appointments in less time on the telephone

## One-Day Workshop on Creating Customers on the Telephone

This workshop includes *live* telephone calls to real customers

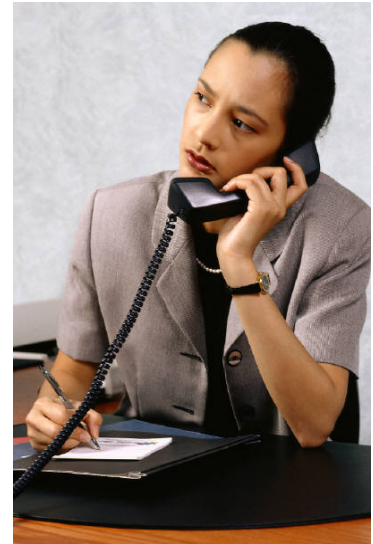
sales*xcellence's* *Creating Customers on the Telephone* workshop focuses on getting in front of more prospects by teaching the skill of *telephone* cold calling and appointment setting.

The workshop demonstrates the connection between daily activities, the sales cycle, and the number of sales necessary for a consistent flow of qualified appointments. A workshop based on practical skills that get results creates more customers and fills 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 appointment there and then.

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

**Call Free Phone 0800 328 0702 to enrol**

# Techniques to create more customers 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
- The Secret to Cold Calling
- Sales Magic with NLP
- Overcome Call Reluctance
- Develop Listening Skills
- Open the call to create interest
- Build an Elevator speech
- Ask the Right Questions
- 37 Magic Selling Questions that will build interest
- Identify the Decision Makers
- Create Interest on Opening the Call
- Make Appointments with MDs and Chief Executives
- Learn the reasons Chief Executives will give you an appointment
- Make every Call Count
- Move the Sales forward positively
- What to do before you pick up the phone
- Getting Past Gate Keepers
- Get out of Voice Mail Jail
- How to Deal with Objection
- 12 Powerful Persuading Words
- Verbal Techniques that build trust
- Use Your Time for Best Results
- Get Commitment
- Learn the right time to ask for the appointment
- Avoid unqualified appointments
- How to follow up the call
- 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 9:00 am to 5:00 pm, fee includes your own personal workbook to build your ideas and scripts that ensure your success in appointment making, morning tea and afternoon coffee.

Fee £195

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

## *Your Trainer*

Colly Graham formed Graham Associates (now known as sales**xcellence**) in 1996 after thirty years experience in telephone, field sales and sales management. First working for a Fortune 500 company in fast moving consumer goods, his career progressed from selling capital equipment, financial services to internet services, with a wide management experience in both telephone and field sales. Colly brings thirty years of practical experience of selling and his ability to empathise with sales people and establish immediate rapport and credibility as a trainer. A licensed practitioner of NLP Colly trained with Richard Bandler in 1998. As CEO of sales**xcellence** has trained and consulted with over five hundred companies since the formation of the company.

# 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 book on line or email us at [bookings@salesexcellence.com](mailto:bookings@salesexcellence.com) or for further information call us on Free Phone 0800 328 702

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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 .....

.....

Town .....Post 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