

# Cold Calling with Impact

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## Course duration/times

One Day

## Why attend?

Without doubt a successful internal sales person generating quality appointments is the Sales God of the office. The challenges they face every day are tough. Therefore this thought provoking and dynamic course takes the delegate through the very basics of what the real secrets to making an impact over the phone are, whilst gaining valuable tips and skills to gain great quality appointments.

## Who should attend?

- Internal Sales Executives
- Field Sales who make their own appointments
- Sales Managers

## Topics covered

- The skills and qualities of a successful sales professional
- Understanding how customers buy over the phone
- Learning customer behavioural styles
- Buying motives
- Preventing and handling difficult and challenging objections
- Identifying your preferred selling style
- Professional and credible introductions
- Planning and preparation
- Questioning and listening to buying signals
- Matching your solution to your customers' needs
- Closing for the appointment/sale

By the end of the course, delegates will be able to:

- Demonstrate a very high level of confidence to create an impact over the phone and keep the decision-maker interested
- Dramatically decrease the amount of objections received
- Adopt a consultative approach to their business conversation by asking high profile questions
- Clearly introduce their company and offer easy to understand customer solutions
- Decide when the right time is to close for the appointment/ business

### Extra encouragement

This course is ideal for all personnel in sales. Our approach gives the delegate an enormous amount of confidence and makes cold calling look simple and easy. Anyone attending this course will, without question, significantly increase the amount of appointments or sales over the phone, qualify the appointments better and enjoy it!