

Workshop Title	Outbound Telemarketing & Cold Calling Workshop
Workshop Duration	2 Days
Workshop Description	<p>Cold calling is a necessary part of building most businesses. At some point in their careers most sales people face telemarketing and cold calling challenges.</p> <p>The Outbound Telemarketing & Cold Calling program is designed specifically for Telephony Sales Professionals who want to be a telemarketing success. Like any sales professional, there is a constant need to learn new, fine-tune and polish those skills to take them to the next level of performance.</p> <p>This workshop will provide the necessary tools and ideas like advanced questioning techniques, creating sales opportunities from inbound calls, listening for verbal buying cues and delivering clear and unforgettable messages.</p>
Who Should Attend?	<ul style="list-style-type: none"> Any individual involved in telephony sales
Workshop Objectives	<ul style="list-style-type: none"> Understand the importance of a telesales mindset; Learn the skills required for high effectiveness in outbound calls; Develop advanced sales communication skills; Create opportunities from every customer interaction; Learn how to handle difficult customers and objections; Develop the achiever’s mindset; Develop a habit of generating continuous energy and enthusiasm; Establish and exceed sales targets.
Workshop Outline	<p>Module 1: The Telephony Sales Professional</p> <ul style="list-style-type: none"> Examining and Assessment of Self in Developing a Telephony Sales Professional Character The 5 Behavioral Anchors of a Telephony Sales Professional Develop the Right Mindset for Telephony Sales Tenacity <p>Module 2: Introduction to Telephony Sales</p> <ul style="list-style-type: none"> What is Telephony Sales and Exceeding Customer Delight 10 Ways to Maximize Telemarketing and Cold Calling as a Revenue Channel Designing Your Telemarketing and Cold Calling Script <p>Module 3: Valuable Telephony Sales Communication Skills</p> <ul style="list-style-type: none"> “You Had Me at Hello” – The Magnetic Opening to Hook the

	<p>Prospect</p> <ul style="list-style-type: none"> • Intuitive Keyword Listening – 3 Ways to Understand What the Customer is Really Saying – Situation, Emotions, Timing • Achieving Higher Impact Persuasion Through the 4 Advanced Questioning Techniques • Create Your Sales Communication Reference Chart <p>Module 4: Strategic Positioning and Propositions</p> <ul style="list-style-type: none"> • The Claim, Unique Feature, Promised Benefit and Nail Down • Creating Attention, Interest, Desire and Action (AIDA) • Write the “MILLION DOLLAR PITCH” <p>Module 5: Turning Resistance to Sales</p> <ul style="list-style-type: none"> • Understand the 5 Reasons People Resist – Need, Time, Interest, Money, and Honey • Eliminate Objections Using the Listen, Acknowledge, Enquire, Respond and Confirm Approach • The Only 10 Closing Techniques You Will Ever Need <p>Module 6: Sustained Enthusiasm from Energizing Self</p> <ul style="list-style-type: none"> • Establishing a Strong Belief System • 4 Steps to Continuously Motivate Yourself to Perform - DCBA • Developing a High Achiever’s Sales Mantra for a Laser Focus on Targets and Achievements
<p>Training Methodology</p>	<p>The training methodology will include short high impact lectures, extensive role-plays, exciting games, thought provoking activities, presentations, discussions, idea sharing with continuous evaluation and real-time feedback from the facilitator.</p>