

Generating New Business By Telephone

Course description

This generating new business by telephone course is guaranteed to give delegates the confidence to make calls professionally. Demonstrations of live-calls will be made by the tutor which will be followed by each delegate making genuine sales calls in a quiet environment. Delegates will also improve their listening skills to maximise their chances of generating new business leads.

This course suits

Any person involved in making outgoing calls to prospects and wishing to gain new business.

What delegates will gain from the course

- Greater confidence generating new business by telephone
- Effective techniques for telephone prospecting
- Development of an individual style
- The ability to make direct contact with the decision-maker
- Genuine leads generated on the course

Timetable

09:30 - 10:00 Coffee & Course Objectives

10:00 - 11:15 How to Make Cold Calls Effectively

11:15 - 11:30 Preparation of Contact Lists*

11:30 - 11:45 Working Coffee Break

11:45 - 12:30 Tutor to Make Real Prospect Calls Whilst Participants Listen In

12:30 -13:00 Delegates Practise Techniques

13:00 - 14:00 Lunch Break

14:00 - 15:30 Participants to Make Real Prospect Calls Closely Supervised

15:30 - 16:30 Systems for Following up Prospects

16:30 - 16:45 Summary & Action Plans Agreed

* Delegates should bring up-to-date business directories and any lists of cold prospects. Please note these will need to be screened for TPS (Telephone Preference Service) in advance of the course. Contact PTP for details.

Corporate brochures and a business card will help the trainer make the live calls