

As important as keeping existing customers, is the business need to find new ones. Finding new, high quality contacts who will become long term, loyal buyers of your products and services is the objective of virtually every business. This can be made harder to accomplish because of increased competition on price or product/service range, poor sales technique and/or greater resistance to sales calls. Generating new business, however is a skill that can be learned. This all begins with establishing contact with the right person and then gaining that all important appointment at a specified date and time. These skills once learned can open many doors consistently ensuring you meet appointment targets and ultimately win future sales.



How You Benefit

- Generate more qualified appointments
- Get through to the decision maker
- Open the call and gain the contact's attention
- Establish rapport
- Create and establish the need for an appointment
- Respond to objections with confidence
- Close on the appointment



Who Should Attend

Anyone using the phone to find new customers who have to generate new business for themselves, their colleagues or their company.



Duration

1 Day



Participant Materials

Pre-course assessment and a prospect profile adds to the materials participants will receive for reference during and after the course.



Style

A practical facilitated workshop demonstrating proven techniques and tools for immediate application into any workplace.

Our emphasis is on the LEARNING and the workplace application of skills by the LEARNER
Let's get started!