

## Making Cold Calls with Confidence

Cold calling has never been easy and in many cases is almost dreaded by sales people. Some can find anything to do but: pick up the phone and get started. However, if done well cold calling can increase your potential business opportunities many fold and without question can give you the edge over other sales people. This one-day intensive course will look at the communication skills and motivation needed to successfully pitch and win business over the telephone. First impressions and the yes/no decision to buy are made very fast and there is no exception to this rule when using the telephone.

### HIGH LEVEL LEARNING

- » Explore questioning and listening skills to obtain useful information and match with the right product
- » Develop best practise approach to making the call
- » Techniques to keep the drive, confidence and self-motivation
- » Understand the importance of using a cold call structure and how to control the conversation
- » How to gain commitment from customers in the initial stage of the call

### YOU WILL LEARN

- » The power of positive and powerful words and phrases
- » The steps for gaining commitment through to gaining the business
- » Effective planning techniques to maximise the impact of the call
- » State management techniques to always create a winning attitude
- » Projecting a professional and successful picture down the line
- » How best to deal with difficult customers and rejection
- » People buy People – identify the buying signals

### IN ADDITION:

- » This course will involve situational role play, an introduction to sensory selling and offer delegates the opportunity to discuss the difficulties and how best to overcome this in 2009.