

# Making MORE qualified appointments

Generating new business is essential in today's increasingly competitive commercial environment. Communicating face to face is hard enough, doing it by phone well is difficult. Not only do you have to attempt to grab the decision maker's attention within 10 seconds, you also have to compete with every other company out there trying to talk to him/her!

The days have gone when you used to be able to ring up and arrange appointments in an instant. Now prospects expect to be motivated, want a need established and within a short space of time ideally what to like you, feel they know you and possibly trust what you say you can do for them.

This course demonstrates how to stop selling and focus on building a relationship from your first call. We show you tried and tested formulas that do get results and **will** get you reaching for the phone more consistently to generate MORE QUALIFIED APPOINTMENTS.

## Suitability

This tailored course is for anyone who makes outgoing calls to make their own appointments or simply want to raise awareness about an additional product or service.

## Contents include:

- What a 'professional appointment making call' looks and sounds like.
- Preparing for every call
- Create Interest on the call
- Make every Call Count
- Getting Past Barriers
- Establishing 'real needs'.
- How to Deal confidently with Objections
- Motivating prospects to want to commit to your offering
- Closing and categorising the call
- Following up on calls effectively
- Understanding how to do it 'right first time'
- Numerous opportunities to practice making live calls and using our telephone lab.

**Highly interactive.** This workshop involves you using a dedicated telephone lab to try out some of the techniques you've learned on the programme.