

Making MORE Qualified Appointments

Generating new business is what keeps a business moving forwards, and the telephone is your biggest asset. But with only 10 seconds to make a first impression that gets your foot in the door, it can be hard work for little reward if you don't have the know-how to do it effectively.

This course shows you how to STOP selling and focus on building a relationship with your prospect. We'll teach you how to put our tried and tested strategies into action on real life calls and get you generating more qualified appointments in no time.

Recommended for:

Anyone one who makes outgoing calls with the aim of setting appointments, or those who want to raise awareness about new or additional products or services.

Objectives:

Delegates will learn and apply several different techniques and strategies to support them in building rapport, achieving call objectives and making more qualified appointments.

Learning Outcomes

By the end of the course delegates will:

- Know what a professional appointment making call sounds like
- Understand how to effectively prepare for each call
- Apply techniques to create interest
- Be able to confidently deal with barriers and objections
- Understand how to make a good first impression every time
- Confidently be able to close and follow up on calls

This highly interactive workshop offers delegates the opportunity to try out learned techniques in a dedicated 'telephone lab' to better understand how to apply each strategy to real life calls.