

Making MORE Qualified Appointments

1 day Duration – Virtual or Face to Face

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 and **structured** appointment making call sounds like
- Understand how to effectively prepare for each call
- Gain knowledge on the difference between a qualified and an unqualified appointment, to increase conversation rates.
- Apply strategies to create interest at the start of a call
- Be able to confidently deal with objections
- Understand how to make a good first impression every time
- Confidently be able to close and follow up on calls

This highly interactive course offers delegates the opportunity to try out learned techniques during skills practice online, to help embed what has been learned.

This programme can be delivered both onsite in person or virtually, for groups.



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Background of Trainer

- An established Telephone Skills and Sales Trainer and coach for over 25 years in business to business and niche sectors
- Her specialist areas are: Sales, Customer Service and Employer Engagement
- Delivers training both virtually and in person throughout the UK
- Member of associations that include: Institute of Customer Service, Institute of Sales Professionals, BASE, Institute of Student Employers, Learning Performance Institute

Past and Present Clients include: Yankee Candles, Slimming World, Scope, Tri Star Packaging, Howarth Building Supplies, Plumbase, British Business Bank, Babington, Bon Bons, Canary Wharf Group Nottingham Trent University to name a few.

Format: All courses can be delivered as a customised company programme.



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