

Creating Opportunities By Phone

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New business doesn't find you; you have to go and get it. The telephone is still one of the most powerful tools for generating revenue, yet most people never reach their full potential on a call. With just 15 seconds to make an impact, the difference between winning and losing comes down to skill, confidence, and the right approach.

Course Overview

This course gives delegates the practical skills and proven techniques to reach, engage, and convert key decision-makers over the phone, turning more calls into real commercial opportunities.

Training Includes

- How to stand out and be remembered
- Why mindset is the foundation of every great call
- A proven call structure that drives more conversions.
- Getting to the right people, faster.
- Opening calls that hook attention from the first word.
- Uncovering genuine needs through smart questioning.
- Handling objections with confidence and turning them around.

Who Should Attend

Designed for anyone making outbound B2B calls to new or existing customers, whether you're promoting products, generating leads, or setting appointments. Perfect for new starters who want to hit the ground running, and experienced professionals ready to sharpen their approach and see better results.

Objective

Delegates leave with the confidence, clarity, and toolkit to hold compelling conversations that get results, converting more calls into meetings, pipeline, and qualified opportunities.



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Learning Outcomes

By the end of the training, delegates will:

- Harness a growth mindset to stay motivated, resilient, and focused.
- Apply a proven strategy to every outbound call with clarity and purpose.
- Use a professional call structure that keeps prospects engaged and interested.
- Open calls in a way that earns attention and makes people want to listen.
- Handle objections calmly and turn resistance into real opportunity.
- Develop lasting relationships that create pipeline and repeat business.
- Close calls decisively and consistently to drive more conversions.
- Handle gatekeepers with ease and reach decision-makers faster.
- Promote products and services compellingly, confidently, and authentically.

Additional Information

- Pre-course questionnaire completion required.
- Certificate of completion issued within 2 days post-training.
- Course timing: 9:30 AM – 4:30 PM (includes 1-hour lunch and 2 short breaks).

Trainer Background

- 30 years' experience as a Telephone Skills and Sales Trainer and Coach, with extensive expertise working within B2B environments across a wide range of sectors.
- Specialist in Sales, Employer Engagement, and Customer Service.
- Delivers highly interactive, memorable training that sticks long after the day is done.

Important Note

- Group size maximum of 12.

Fee

- £295.00 + VAT per person. Payment required in advance.

How to Book

- Send an email to audrey@outshinegroup.co.uk to confirm a place is still available. Registration details will be sent once confirmation is secured.

Dates

- Thursday 28th May
- Monday 20th July
- Tuesday 29th September



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