



Basic Telesales/Telemarketing Workshop

A BITESIZE WORKSHOP: BE MORE EFFECTIVE WITH YOUR CALL, THE GATEKEEPER AND THE DECISION MAKER: MAKE YOUR CALL COUNT



Learn how to:

1. Understand and sell your point of difference
2. Get past the gatekeeper
3. Develop a great opening gambit with the decision maker
4. Handle Objections Successfully
5. Close for an appointment or sale

If you can answer yes to any of the following questions then this bitesize workshop will be effective for you:

- 1 Do you wish you really felt like you owned the call when you are talking to the decision maker?
- 2 Do you wish you knew when it felt right to go for the close?
- 3 Do you wish you could convey the belief in what you have to offer in a few minutes?
- 4 Do you wish your sale could be more like a natural conversation rather than you searching for the words and what you should say next?
- 5 Would you like to know your ratio of success from dials: contacts: Appointments: Sales?



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Workshop Agenda & Structure - 7 hour workshop

Time	Agenda
8:30am	Identifying the individual objectives & sales call challenges <ul style="list-style-type: none">➤ Point of Difference- why should I buy from you – your belief➤ So what? Features versus Benefits➤ When is a call a Telemarketing call? A Research Call? A sales Call?
9:00am	Structuring your Calling Time & KPI's <ul style="list-style-type: none">➤ Chunking blocks of time – 20 minute phases➤ Setting your KPI's and staying motivated to deliver➤ The 'right' calling environment which ensure your success➤ Your worst fear.....handling it going horribly wrong!
10.00am	Break 15 minutes
10:15am	Your Mindset & Body Language <ul style="list-style-type: none">➤ How do you come across? First Impressions➤ Body Language➤ Voice Pitch & Pace➤ The Greeting –the 3 sec: 30 sec : 3 min rule➤ The 'right' intro – assumption! Your name, their name.....Hello/good morning➤ Command with Tone
11:15am	Getting Past the Gatekeeper <ul style="list-style-type: none">➤ Intro➤ Request➤ K.I.S.S➤ Achieve the Gatekeeper Motivators➤ Roleplay to getting through to the Decision Maker
12:15pm	Objective Setting for each call <ul style="list-style-type: none">➤ Why are you calling?➤ Who are you calling?➤ What do you want to say?➤ When are you calling?
12:45pm	Break 30 minutes
13:15am	Structure of the Call <ul style="list-style-type: none">➤ A.Q.B.O.C➤ A.- Greeting & Opening Gambit➤ Q.- Open Question exercise➤ Role Play the DM A & Q.
14:00pm	Objection Handling <ul style="list-style-type: none">➤ Objection Handling Process & tools➤ Applying AQBOC to Objections➤ Last Resort Objection Handling➤ Role play all objections faced with the new tools
14:45pm	The Close <ul style="list-style-type: none">➤ The different types of closes➤ Understanding when to close➤ Delivering the 'right' close for you➤ Reminder, who , why , when, what
15:15pm	Your Action Plan <ul style="list-style-type: none">➤ Prep for your next call
15:30pm	CLOSE



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