

**Professional Cold Calling** is a practical one day program designed to equip Sales Professionals with the skills they need to be effective over the phone. The program addresses the three types of cold calling:

- Making an appointment
- Closing a deal
- Obtaining agreement to send information, then follow up for an appointment

The program covers all the steps from the introduction to the close which are then applied directly to real prospects and practiced live during the workshop.

### Who should attend?

This program is for all Sales Professionals who currently work in a sales role that requires cold calling or prospecting by phone.

### Program Outline

- Gaining attention
- Reason for the call
- Value proposition
- Qualification
- Close
- Using optimism to build resilience

### How will participants benefit?

The business benefits of Cold Calling Program are to:

- Develop a hook to generate inbound responses
- Create client based persuasive statements –AIDA
- Sell the first 3 customers buy before they will even look at your product or service --offer, person and timing
- Use optimistic thought styles to prepare for knock backs
- Use mind mapping to create scripts for the initial call
- Linking your campaign to your idea
- The power of vocal tone – more than 38% or the impression
- Strategies that obligate the prospect to call you back
- Understand the 4 basic personalities, and what motivates each to make an appointment with you
- Why they think the process begins after they say yes
- Develop compelling reasons to meet sooner not later



A fresh  
perspective  
on your  
performance