
Generating Opportunities Through Cold Calling

This program will help you to use your relationship selling skills to set first appointments. You will learn how to understand and handle objections, create an environment where you are comfortable selling your benefits, and learn how to overcome buyer tactics and ploys. Through this course and continued practice, you will acquire effective skills in selling appointments.

Program Content:

Selling Skills

- How to Plan for Cold Calling Success – Ways to Build Confidence
- What Are You Really Selling?
- The Importance of Selling the Benefits of Meeting You
- Your Personality Style – Their Personality Style

Creating the Selling Environment

- Understanding the Concept of Consultative Relationships via the Telephone
- Creating a Climate for Trust
- Overcoming the Fear of Rejection
- Understanding the Needs of your Potential Clients
- Cold Calling is Motivating – Discovering How!

Strategy

- Opening the Call
- Your 30 Second Commercial
- Negotiating the Date & Time
- Closing the Appointment

Summary