

A four module course for everyone who needs to use the phone to sell

- Small businesses
- Sole traders
- P.A.s
- Sales teams
- Call centre staff



THE APPOINTMENT FACTORY

How to be successful at Telesales

Whether you're a sole trader looking to launch a new service, or a director of a growing business trying to make sales appointments, your cold calling skills are critical to your success

This course costs just £1500 + VAT for 4 x half days for up to 4 of your staff

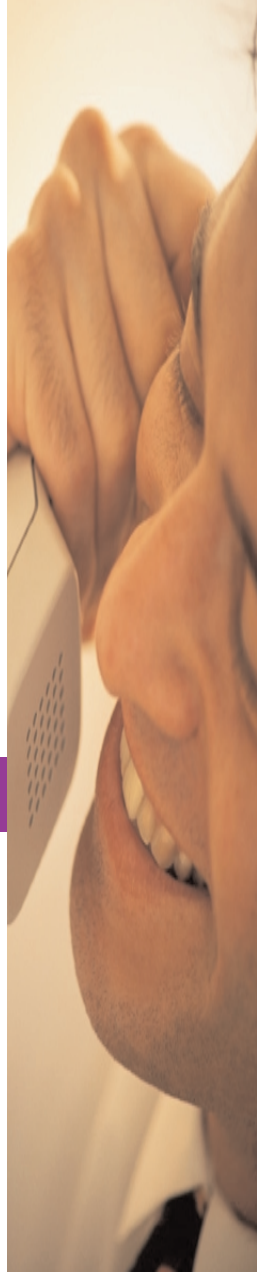
Many small businesses fail to achieve their full potential - despite having a great product - just because they find selling or making appointments difficult.

So-if you put off picking up the phone or freeze at the thought of cold calling - this course is for you.

How to be successful at Telesales, is made up of 4 modules and is completely tailor-made for you. Held at your offices and with a maximum of 4 of your team per course, everything is based on your product or service. We discuss your competition, how you want to be seen by your customers and what makes your product or service special. You'll find out how to overcome objections, get the other person talking, explain your product succinctly and do business over the phone.

Completely tailor-made for your company

- **4 x half day modules** spread over a month - at **times to suit you**
- Every element based on **your product** or **service**
- **Held at your offices** for up to 4 of your team
- **Entirely practical** - based around real live calls
- Every part of the **call sequence explained** - from preparation to closing
- **Confidence building** tips



Course overview Modules

To book:

Email:
sales@appointmentfactory.biz

Call:
029 20 692989

BOOK within 14 days and
receive 2 free follow up
consultancy telephone
sessions

Module 1

- About your product or service
- About your competitors
- Preparing your approach
- Getting through to the decision maker
- Handling objections

Learn how to arm yourself before you pick up the phone.

Find out how to explain yourself quickly and understand what information will get the other person listening.

Discover how handling objections properly will lead you into a sale

Module 2

- Questioning and listening techniques

Find out how to engage a natural conversation

Learn how to develop interest in your product

Module 3

- The call sequence
Preparation, opening, listening,
questioning, summarising, closing

In-depth tuition and expert tips on preparation, opening, questioning listening & closing

Module 4

- Live calls
Analysing your calls - live.
Trouble shooting, action planning

Learn by doing it.!

Live workshop where you make the calls

Hone your own personal approach

Learn the do's and don'ts from an expert

Develop a strategy you will put into action immediately

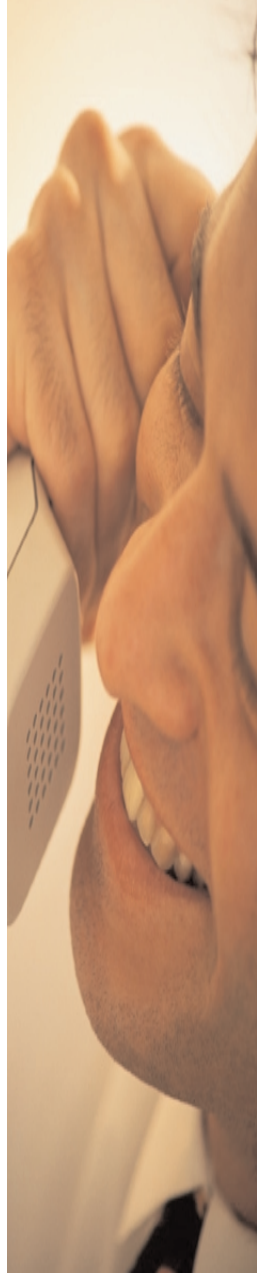
Who to call-when-and how often



About the tutor Delyth Jones

Delyth has spent a lifetime in sales. Her early career spanned many sectors and encompassed sales management in both the business to business and business to consumer sectors. She went on to found a

well-respected telemarketing company The Appointment Factory where she is still a director. Delyth now teaches telemarketing via her highly popular hands-on workshop seminars.



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