



SUCCESS

Winning on the Phone

DESCRIPTION

In one day you will learn how to use the Warm Call Planner™, a highly effective tool, based on proven influence strategies, that turns potential 'cold' calls into 'warm' calls as well as qualifying and confirming meetings with prospects at the highest of levels.

Its success rate is spectacular with most experiencing between 90-100% success rate when using it.

This course is invaluable for any professional (not just sales people) who needs to contact and get meetings with time poor decision-makers.

The system learned has been used by the legal, media, financial and IT industries to get meetings with new, 'C-level', prospective clients. Its even been used successfully in the Public Relations industry to get the most jaded of journalists to meet with clients!

COURSE DURATION

1 day

OUTCOMES

- Never make a cold call again
- Understand and leverage the power of influence to ethically 'create' referrals and gain confirmation to the meeting
- Leverage current relationships ethically and effectively
- Qualify calls immediately
- Know when to call and what to say
- SUCCESS at booking meetings that enable you to find out more rather than have to 'pitch' services

KEY AREAS

- Becoming proactive
- The anatomy of an effective "warm" call
- Creating referrals when you don't have them
- "Gatekeeper" strategy
- Using the Warm Call Planner™

METHOD

Instructor led, highly experiential, course discussion, individual coaching and critique

