

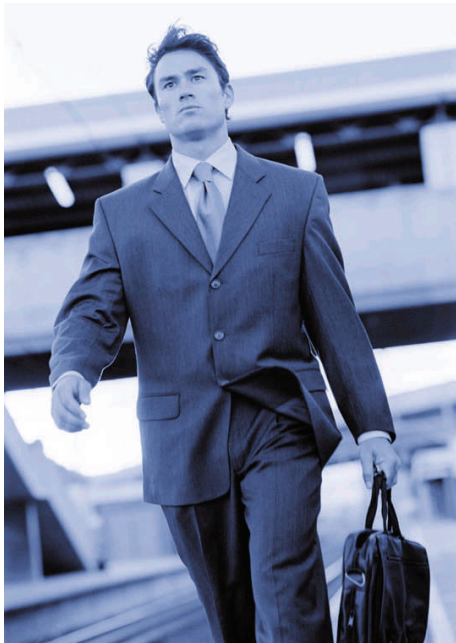


DELIVERING RESULTS...increasing sales

Secure the Sales Meeting

Introduction

The telephone is one of the most basic and successful sales and marketing tools that can be employed in professional selling. Making the initial telephone call can be hard. However, with the right skills the results can be invaluable. This one-day workshop will provide delegates with a clear understanding of telephone strategies that deliver success such as: Getting through to the right person, overcoming objections, understanding a client's needs and most importantly arranging an appointment. This will help achieve more effective sales meetings leading to other opportunities through the use of solid sales techniques.



Programme Content

- How to get through to the right person
- Knowing how to position your product or service
- Asking impactful business questions
- Develop the ability to listen
- How to uncover and develop opportunities with customers
- How to handle objections
- Gaining commitment for a meeting
- Practice in a safe environment

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