



connect cold calls

telephonic marketing

I would rather buy from an enthusiastic trainee than an indifferent expert.

“Enthusiasm & will to succeed” define a successful sales professional. This module discusses these & other essential traits that help them to sell better & more.

Contents

- What is cold calling?
- How to define success?
- 3 phases of cold calling process
 - Information Gathering
 - Preparing the spread sheet
 - Getting past the gatekeeper
 - Validating the information
 - Cold calling dialogue
 - Securing the Customer Visit
 - Goal
 - Assumptions
 - Cold calling
 - Volume
 - Following Up
 - Confirmation
- Success recipe
 - Target orientation
 - Obstacles are a thing that a person sees when he takes his eyes off his goal.*
 - Pre-call planning & analysis
 - Plan, prepare & act*
 - Achievement orientation
 - Activity vs. Achievement*
- Tips for effective cold calls

Take Away

On attending the programme, the participants will understand “how to make effective cold calls”. They will be inspired to improve their selling skills & practice learning in their work.

Objectives

Getting the calls right

Looking at cold calling as a process

Better ways to succeed

Who should attend?

Operative level, Middle level, Senior level

What is the duration?

1 day, 2 days

[choose duration](#)

Interaction language

Hindi, English, Hindi/ English

Methodology

Multimedia Presentation

Lecture

Facilitated Discussion

Group exercise

Individual exercise

Anecdotes

Role plays

Games

Q & A

To benefit from this training workshop as an organization or, an individual or, a group, please [contact us](#).

Contact: info@incrove.com; 9810209401