



Generating New Business by Phone

2-Day Sales Training

Telephone Marketing: Starting Point & Objectives

Contents and value of the sales training

Your Value

Content of Training

The ultimate training for generating new business by phone

- How to get hold of addresses and “decision makers”
- How to evaluate and select your addresses
- What personal approach is necessary for acquiring new customers
- How to get promising appointments
- How to “defuse” typical objections from new customers
- How to convince “skeptical” customers that you’re the right partner
- How to professionally organize your first contact with a customer
- How to follow up on offers to close deals
- How to measure your success
- How to make regulars out of new customers

Afterwards you’ll be able to....

- Get new customers interested
- Overcome skepticism of new customers
- Identify the different kinds of new customers
- Motivate yourself to continually win new customers
- Go from initial contact to sealing the deal
- Handle objections from new customers better
- Measure your new customer acquisitions
- Sell even more to your satisfied new customers
- Make real-life calls on Day 2, together with the trainer by using our “ping-pong” method

Analysis, Behavior, Management

Behavior

What to say - How to act - How to stay motivated

Management

Getting organized
Strategy – Leadership
- Goals



Analysis

Market
Company
Customers
ON THE PHONE

Generating new business by phone:

The training is based on the latest findings in neurobiology and psychology, and is embedded in practical experience.

Intense fact-finding prior to the training is vital since the corporate culture and personalities of the participants are essential components of the training.

Becoming a Sales Pro on the Phone in 3 Steps

Representation of the structural approach

Agenda

Understand & identify

1

- What kind of telephone person am I and how to motivate myself to pick up the phone
- How do I come across – and with whom – on the phone

Learn the trade

2

- Together with the trainer, develop theory and real-life applications of industry-specific formulations – Practice and receive professional feedback

Apply to real life

3

- Real-life calls with the trainer - Transfer tasks for real-life use-cases – Unlimited contact with the trainer following the training
- Ideal: On-the-job coaching on a regular basis

Understanding – Emotion – “The Craft of Communication”



Understanding - Identification

- Develop & analyze the individual phases of a call
- How to recognize and apply my strengths
- Identification: Experiencing the telephone world as opportunity and fun



Hearty Approach

- Enjoy training and expand my comfort zone in sales
- Test out the approach during the training and later in real life
- Calling customers with determination



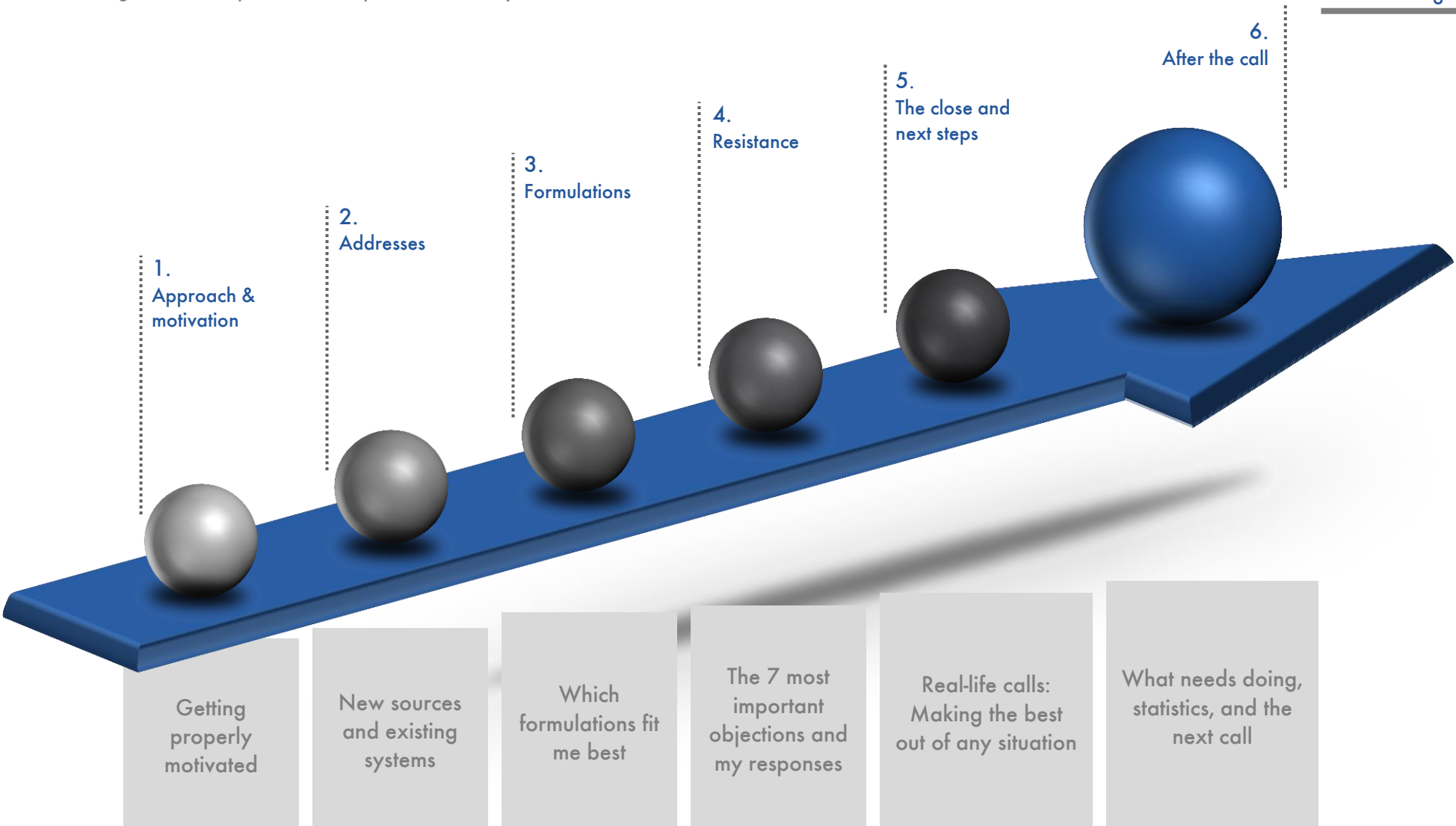
Practicing and Mastering

- Practice tailor-made formulations until you know them by heart
- Real-life calls with the trainer using our “ping-pong” method
- Transfer tasks for real-life applications

Scripting for All Aspects of Generating New Business by Phone

Becoming a TOP salesperson on the phone in two days

Training Structure



Day 1

Training and tailoring the calling guidelines – Practice, aligned to each individual participant – Background analysis

Day 2

Practice using the calling guidelines and start in with real-life calls using the “ping-pong” method. First, the trainer begins with the calls, then alternates with the participant. Finally, the participants work together in teams of two.



Recommended:

Telemarketing is often unpopular and is therefore gladly avoided. For this reason, we have developed the “ping-pong” telephone coaching method together with customers. This on-the-job coaching, provided at regular intervals, motivates people to make calls on their own between their coaching appointments. On such days, we generally make very many appointments.

Investment Plan: Generating New Business by Phone

Fees

	Step	Duration	Investment Costs
optional	1 Fact-finding + workshop	1 day	In-house fact-finding + prior consultation, including analysis € 1,950
	2 Training concept, training & implementation	2 days	2-day training with real-life calls Scripting (included) € 1,950/day (up to 12 participants) € 2,450/day (more than 12 participants)

Including training material in electronic format

The seminar room can be provided by the customer. Otherwise, we can offer seminar rooms in Vienna for €59 per person, including catering. Services for the participants following the seminar will be charged €195 per hour.

All listed fees are net, 20% VAT not included. Travel costs will be charged separately. Austrian law applies. Payable 14 days after receipt of bill/end of seminar.

We're always glad to answer
any questions you may have!

Interconnection Consulting
Dostojevského Rad 11, SK - 81109 Bratislava

Panorea Kaskani– Program Development
Tel: +43 1 5854623 - 57
kaskani@interconnectionconsulting.com

Andreas Erdresser– Managing Director
Tel: +43 1 375 00 15 -10
erdresser@interconnectionconsulting.com

Interconnection Consulting
Vienna • Bratislava • Lviv • Buenos Aires • Oberstdorf

www.interconnectionconsulting.com



[Submit a request](#)