

Prospecting Over The Phone And Making Appointments

Hands-on course of 2 days - 14h

Ref.: VTE - Price 2024: CHF1 450 (excl. taxes)

EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Organize your approach and your prospecting time

Develop effective communication on the telephone

Get targeted appointments

Develop your client portfolio

Commercially approaching difficult calls

HANDS-ON WORK

Self-assessment, scenarios, role-playing exercises on effective behavior, recorded telephone role-playing.

THE PROGRAMME

last updated: 06/2022

1) Developing communication tailored to telephone prospecting

- Understanding the specifics of telephone communication.
- Overcoming your own obstacles.
- Personalizing the telephone relationship and making it dynamic: rhythm, voice, intonation.
- Building a relationship of trust: the right tools.
- Adopting positive communication.

Exercise : Exercises on voice, listening, questioning, positive speaking through role-playing.

2) Organizing yourself for successful prospecting and appointment-setting

- Evaluating the stakes of the sales prospecting process.
- Organizing your prospecting rhythm and sustaining it over time.
- Defining the targeting criteria: "asset-appeal" matrix.
- Setting the objectives and stages of your action strategy: The right questions to ask yourself.
- Identifying the potential motivational drivers of the prospect.

Role-playing : Detect the purchasing motivations of the person you are talking to. Group debriefing.

3) Making a successful prospecting and appointment-setting call

- Conducting a telephone interview: best practices.
- Attracting the attention and interest of the other person.
- Framing your communication to sell the appointment.
- Addressing objections in a positive way.
- Closing positively: rephrase and conclude.

Role-playing : Arouse the interest of the contact on the telephone. Collective debriefing.

4) Overcoming the "roadblock" obstacle

- Planning your prospecting to limit risks.
- Overcoming the roadblock: tips and behaviors to consider.

Role-playing : Overcome obstacles on the phone. Collective debriefing.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

5) Making a pitch and handling objections.

- Adopting the right pace in your communication: silence, rebound, rephrasing.
- Grabbing the attention of your client.
- Thinking in terms of customer advantage/benefit.
- Proposing an agreement acceptable to the client.
- Building a guide to best practices for these calls.

Role-playing : Handle objections on the phone. Collective debriefing.

6) Evaluate your prospecting activity

- Choose evaluation and monitoring indicators tailored to what you do.
- Define actions to optimize performance.

Group discussion : Define the indicators for evaluating and monitoring the prospecting.

DATES

REMOTE CLASS

2024 : 27 Jun, 09 Sep, 18 Nov