



INCREASE YOUR BUSINESS AT WORKSHOP 1



"PRO-ACTIVE TELEMARKETING"

A professional business appointment maker will spend the day taking you through the main skills and techniques of **SUCCESSFUL APPOINTMENT MAKING** & developing a **POSITIVE ATTITUDE TOWARDS THE TELEPHONE & TELEMARKETING**, including the vital areas of:

- ◆ **setting up an effective telemarketing project**
- ◆ **designing attractive approaches**
- ◆ **telephone appointment making**
- ◆ **following up leads**
- ◆ **active listening**
- ◆ **overcoming objections**
- ◆ **word psychology**
- ◆ **identifying personality traits**
- ◆ **adapting your style for success**

This Workshop is designed to help individuals who want to:

- ◆ **adopt a more pro-active, concentrated sales campaign**
- ◆ **increase the effectiveness of their marketing activities and telephone skills**
- ◆ **increase the competence and competitiveness of their sales staff.**

Now, for the first time, you can discover the simple steps to success on the telephone. How to organise a project, prepare your data, and the way to maintain a positive and friendly attitude while smoothing out the bumps of a telemarketing session.

This Workshop will explode the mystique that telephoning is the worst job in the sales arena, show you how to take control of new business development and bring new opportunities to your company. The message is simple and very effective:

'Take the trouble to understand the power of the telephone, to stimulate new activity, new contacts, and new business in your sales process'

Join us for the Workshop and use the best training possible in this vital field to increase your business.

What do you want to achieve today?

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