



**Cold-calling is the golden opportunity that most Salespeople dread and avoid.  
But Salespeople with the courage to grasp it open doors, close sales & build revenues.  
Learn how to overcome your jitters, find new opportunities and produce impressive results!**

Prospecting and cold-calling produce sales... building revenue, opening doors and closing opportunities that would otherwise remain hidden.

It's bold, confident and refreshingly direct - although for reasons such as fear, or lack of training, it's often shunned in favour of 'safe' and unimaginative alternatives such as waiting for business to come to you, or simply servicing existing customers.

This program is designed to remove the fear and equip salespeople so they can actively find, meet and close worthwhile opportunities that would otherwise never be won.

**Objectives:**

On completion of this program Participants will be able to:

- Identify vast opportunities for cold calling
- Avoid the most common cold-calling mistakes
- Prepare for a cold call based on a proven process
- Massively improve their hit rate
- Immediately create a good level of interest in target customers
- Handle gatekeepers, resistance and early objections
- Reach key decision makers
- Gain valuable information during a cold call

**What is covered?**

- Face to Face and Telephone Cold Calling
- Self-Motivation
- How to present worthwhile information quickly
- Navigating the 'Chat Gap'
- Attention Getters – 5 methods to gain interest
- Selling an Appointment – and nothing more
- Dealing with objections:
  - Happy with existing Supplier
  - No time to see you
  - You're too expensive
  - I don't see salespeople without an appointment
  - Who gave you my name?

Duration: 1 Day

