

Prospect by telephone and obtain appointments



CV-70 2 Days (14 Hours)



Description

How can we make the telephone a powerful instrument for commercial action? How to remove your own brakes? What techniques to communicate well and achieve your appointment setting objective? This practical training offers you the methods and tools for a successful prospecting process.

Who is this training for ?

For whom

Salespeople, business engineers, salespeople, prospecting managers, assistants. Any employee responsible for obtaining sales appointments.

Prerequisites

None.

Training objectives

- Organize your approach and your prospecting time
- Develop effective communication over the telephone
- Obtain targeted appointments
- Develop your customer portfolio
- Tackling difficult calls commercially

Training program

Développer une communication adaptée à la prospection par téléphone

- Understand the specificities of telephone communication.
- Overcome your own obstacles.
- Personalize the telephone relationship and make it dynamic: rhythm, voice, intonation.
- Building a relationship of trust: the right tools.
- Adopting positive communication.
- Practical work Exercises on voice, listening, questioning, positive speaking.

S'organiser pour réussir sa prospection et sa prise de rendez-vous

tel (+212) 5 22 27 99 01

whatsapp (+212) 6 60 10 42 56

email Contact@skills-group.com

email Corner of bd Abdelmoumen and rue Soumaya, Shehrazade 3 Residence, 7th floor N° 30, Casablanca 20340, Morocco

email We are at your disposal De Lun - Ven 09h00-18h00

- Evaluate the challenges of the commercial prospecting approach.
- Organize your prospecting pace and sustain it over time.
- Define the targeting criteria: matrix " asset-attraction".
- Set the objectives and stages of your action strategy: the right questions to ask yourself.
- Identify the potential levers of motivation for the prospect.
- Practical work Exercises for detecting purchasing motivations.

Réussir un appel de prospection et de prise de rendez-vous

- Conducting a telephone interview: best practices.
- Arouse the attention and interest of the interlocutor.
- Frame your communication to sell the meeting you.
- Handle objections positively.
- Close in a positive way: rephrase and conclude.
- Practical work Telephone scenarios.
- Collective debriefing.

Déjouer l'obstacle du "barrage"

- Plan your prospecting to limit risks.
- Overcoming the barrier: tips and preferred behaviors.
- Practical work Telephone scenarios.
- Collective debriefing.

Argumenter et traiter les objections

- Adopt the right rhythm in your communication: silence, rebound, reformulation.
- Catch your client's attention: AIDA method.
- Think advantage/benefit client: CAB method.
- Propose an agreement acceptable to the client: SONCAS.
- Create your guide to good maintenance practices.
- Practical work Telephone scenarios on handling objections.

Evaluer son activité de prospection

- Choose evaluation and monitoring indicators adapted to your activity.
- Define actions to optimize your performance.
- Practical work Reflection below -groups on evaluation indicators.