

Intensive training in making prospecting appointments



CV-66 2 Days (14 Hours)



Description

Expanding your customer base is a crucial issue for every business. The first step to success is getting 'useful' appointments. How to acquire a speech that is sufficiently attractive and fluid to attract the interest of prospects? How to make a difference in a few moments with highly sought-after prospects? This intensive training in prospecting and making appointments by telephone combines the right qualifying questions, optimization of hooks and training in their formulation. By training, participants refine their speech, acquire reflexes in the face of objections, gain in ease, confidence and tenacity.

Who is this training for ?

For whom

Salesperson, sales engineer, teleprospector, sales assistant or sedentary salesperson wishing to optimize the efficiency of making appointments by telephone.

Prerequisites

None.

Training objectives

- Organize your telephone prospecting action
- Qualify your prospects
- Get the appointment
- Know how to respond to refusals

Training program

Préparer sa séance de phoning

- Create an environment conducive to the call: time and place; adapted files and arguments.
- Identify and qualify the relevant interlocutors.
- Target the final decision-maker.
- Set a goal and a timing per wave of call.
- Condition yourself positively.
- Scenario Scenario: get the appointment .

Donner confiance dès les premiers instants

- Cross the different barriers: reception, secretary.
- Personalize the contact.
- Capture the prospect's interest from the first moments, the AIDA method: attract 'Attention; arouse Interest; reinforce Desire; encourage Action.
- Use words that hit the mark on the phone.
- Adopt winning attitudes.
- Workshop scenario: pass the roadblocks and succeed in your hooks.

Obtenir le rendez-vous

- Propose the meeting quickly.
- Address specific objections to prospecting to obtain the appointment.
- Succeed in taking leave.
- Strengthen the prospect's desire.
- Preserve the relationship with the prospect.
- Remotivate yourself after an unsuccessful call.
- Implementation situation Scenario: responding to objections.

Finaliser la prospection téléphonique

- Formalize the information obtained about the prospect.
- Transmit the information within the company.
- Schedule reminders.
- Carry out reminders.
- Monitor your results: know how to self-analyze yourself to increase your success rate.
- Scenario Workshop to optimize your prospecting plan.