



SUCCESSFUL PHONE SELLING SALES & MARKETING PROGRAM

**Get SMART with
Specific Measurable
Achievable Relevant
Telephone Techniques**

The frustration of voicemail and the ease of email have caused the majority of sales teams to abandon the most effective tool in their sales kit — the telephone. Yet prospects are hungry for the intimate conversations and excellence of service that only the phone provides. Is your sales team making fewer phone calls? Are they frustrated with voicemail and their ability to reach prospects and existing customers? Has email become their primary means of communication? If so, you are missing out on sales opportunities and increased revenue.



Program Benefits

- ✔ Identify the number of calls necessary to reach – and exceed – your goals.
- ✔ Create dynamic messages that dramatically improve your call return rate.
- ✔ Work with gatekeepers to reach more decision makers.
- ✔ Ask great questions – and know when to ask them.
- ✔ Inspire conversations that build trust and loyalty.
- ✔ Design a compelling 20-second phone pitch that immediately engages prospects.
- ✔ Employ active listening skills to “hear” more about your prospects’ needs and desires.
- ✔ Schedule more appointments with deeply qualified prospects.
- ✔ Research quality prospects using LinkedIn, Google, Twitter, etc.

Knowing how to communicate effectively on the telephone is key to sales success. Through thoughtful conversation and discussion you will build greater trust and learn more about the needs and desires of your customers – needs and desires you can fulfill with your products and services.



Duration

- 45-60 Minute Keynote
- 2-4 Hour Breakout Session
- 6-8 Hour Full Day Training

This program can be customized for any event including:

- ✔ Breakfast / Lunch / Dinner
- ✔ Recognition Ceremonies
- ✔ Sales Meetings
- ✔ Management Conferences
- ✔ Corporate Retreats
- ✔ Special Events