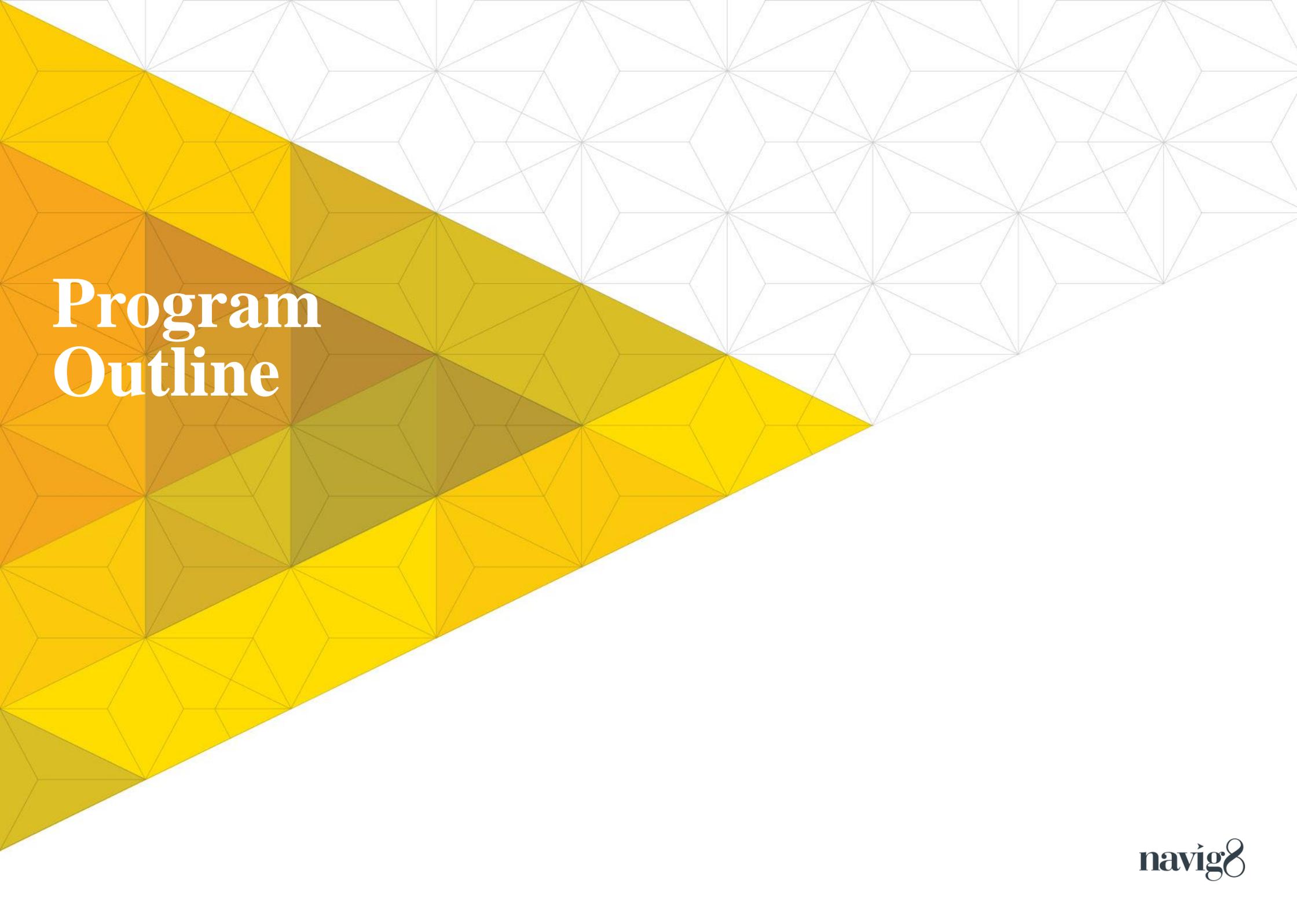
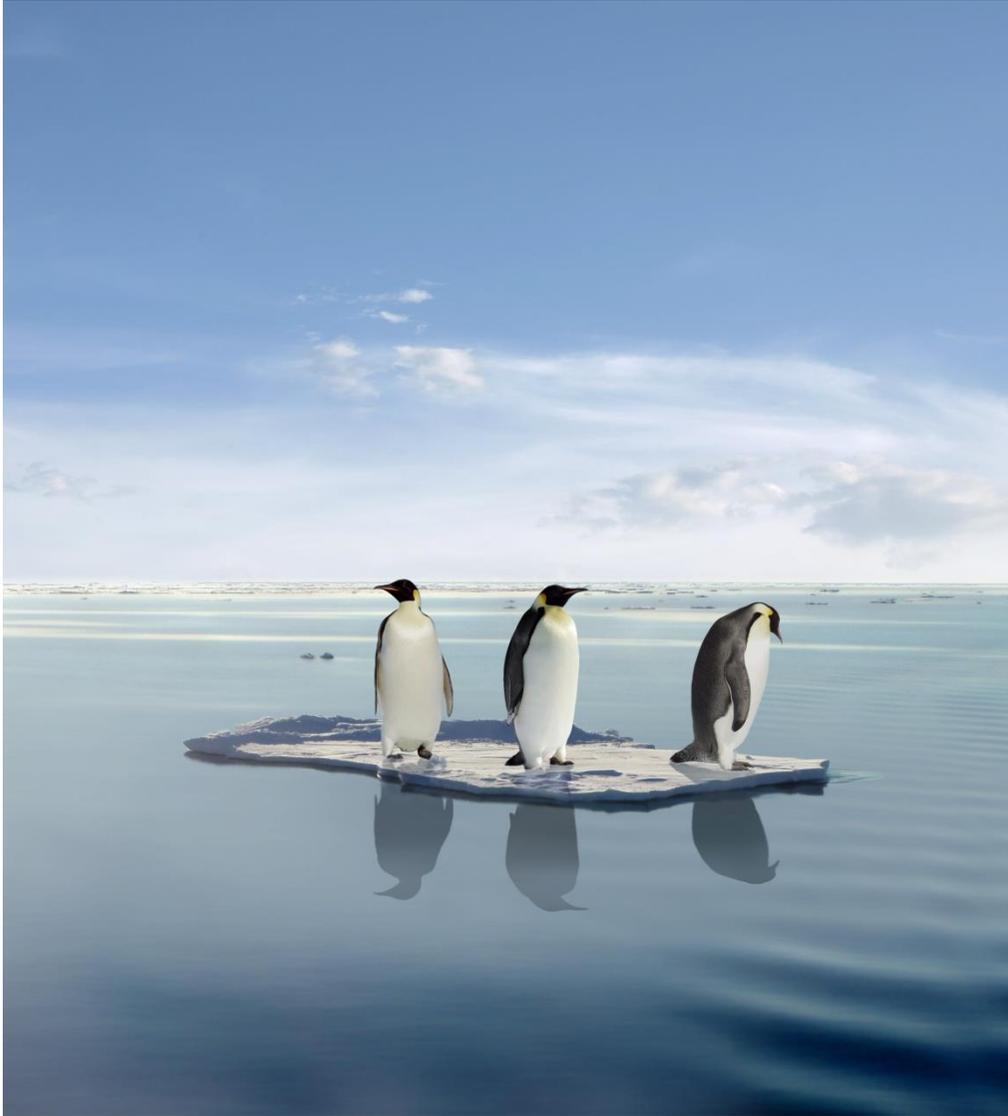




APPOINTMENT SETTING – MASTERING THE COLD CALL



Program Outline



Cold Calling Effectiveness

Cold calling is the most universally despised aspect of sales and is yet **THE MOST IMPORTANT** part of salesperson's repertoire. Fortunately, there is a science to becoming a specialist at it.

Our process minimises any misunderstanding about cold calling and demonstrates the power you actually have if you communicate in a precise manner. The techniques we imbed build the appeal of the participant's message and will reduce the risk of people losing interest or blocking the call as it is sharp, short and concise.

Our program ensures your team can overcome their fears when picking up the phone and asking for business. It has been designed to provide the Account Manager, Salesperson, Manager and Executive with the skill to keeping their pipeline full by hunting for new business.



Program Content Overview

This program will help establish how to best communicate when cold calling and motivate the listener to engage with you and agree to an appointment. Navig8 will share the secret and skills needed to get the participant's head around the ins and outs of cold calling, and they'll find the task much easier to tackle.

We will give you the skills to identify key issues and drivers that are needed to make appointments over the phone.

Participants will also understand the pitfalls in making cold calls and how to avoid them.

Critically all participants will practice their newly learnt skill on day two of this program by making cold calls. Each participant will be expected to bring along a database of prospects to cold call.

Program Outline

➤ Some facts about cold calling
➤ Self talk
➤ Effective cold calling characteristics
➤ Overcome telephone terror
➤ The importance of cold calling
➤ The best time to make calls
➤ Reprogramming your thoughts
➤ Top 10 tips about cold calling
➤ Cold calling tension
➤ Sales training tips
➤ Do your words betray you?
➤ Power of silence
➤ Preparing a cold calling session
➤ Research the suspect
➤ Strategy of a cold call
➤ Plan your call cycle and track data
➤ Decide and prepare aids
➤ Rehearse the cold calling process
➤ Objection Handling
➤ Reaching decision makers
➤ Ask for the appointment
➤ 5 training tips for sales managers
➤ Role Plays
➤ Cold Calling your database – practical session where participants go live with their new skills



Achievable Outcomes

Upon completion of this program, participants will have:

- Appointments set in their diaries
- An understanding the fundamentals of capturing accurate information about the suspect.
- The ability to communicate in a non-Confrontational, empathic way to book appointments.
- The ability to build rapport, the true art of “reducing differences and increasing similarities” when using one medium.
- A step by step process to make appointments.
- A 60 second motivator to gain an appointment.
- An understanding of the different ways people sense and interpret new information.
- An appreciation of some of the psychological principles that underpin how people engage using one medium.
- The ability to motivate the customer to be totally involved.
- An understanding of the importance of staying focussed on making the appointment.



How We Facilitate

Using a small workshop environment Navig8 will conduct the session over two days and introduce the participants to techniques and skills that will change how they cold call for the rest of their lives.

The session will incorporate strategic interactive role plays to demonstrate the power behind each of these skills they are introduced to.

This clarification will support the learning and needs to be practiced for at least 12 months to stop you from falling back into old habits.



How We Facilitate

Our role plays will highlight:

- The pitfalls that most sales people fall into when cold calling.
- The importance of communication skills of master influencers.
- How ineffective our communication skills can be.
- Where your communication skills sit when cold calling.
- How learnt behaviours effect our interaction and outcomes.
- Results and how they are truly achieved through cold calling.
- How to build rapport, the true art.
- How much we feel the need to give the suspect too much information over the phone.
- The keys of language and preferences behind the cold calling process.
- How to utilise techniques when cold calling.



Workshop Requirements

The success of day two involves your commitment and participation in this exercise, it will change your point of view on cold calling forever as it has done for previous participants.

The most successful people are well prepared and your preparation will be the key to your future success in new client acquisition. We now ask you make ready and prepare the below items.

You will need to bring on day two:

- ***Laptop loaded with an electronic database or business cards of 75 - 100 suspects to call.***
- ***Completed details e.g. mobile phone number, land line, email address and physical address for the appointment. This also allows you to update any changes and removes possible objections.***
- ***Laptop power cable.***
- ***A fully charged mobile phone to make appointments with.***
- ***Mobile phone charger.***



Course Materials

We appreciate and understand important learning preferences. As such our workbooks are a highly visual, well structured and design.

We appreciate that the actual material needs to reflect the type of dynamic content and facilitation that navig8 delivers.

Your course materials will be in keeping with their branding as well as deliver a visually appealing product to ensure these materials stay as an important and constant referral source.





Program Case Studies and Testimonials



Workshop Case Study – AMP HORIZONS

CLIENT:	AMP Horizons.
CLIENT ISSUE:	The current BPM's were struggling to secure meetings with potential recruits.
IDENTIFIED AREA FOR DEVELOPMENT:	Improve the BPM's capacity to recruit potential people for their services, through securing an introductory meeting from telephone calls.
OUR SOLUTION:	<p>We conducted a day's research, interviewing management and attending a sales meeting with all participants to listen and ask questions around their activities.</p> <p>We then conducted two, 2 day cold calling workshops.</p> <p>These workshops provided in-depth technique development.</p> <p>The final half day was spent making live calls to their prospects in order to test the newly developed techniques.</p>
CLIENT OUTCOME:	<p>Team 1: 11 Participants Live Call Duration: 1.5 hrs No. of Meetings Secured: 52</p> <p>Team 2: 9 Participants Live Call Duration: 1.5 hrs No. of Meetings Secured: 73</p> <p>The monthly target for meetings (22 per month) was secured within the first half hour of cold calling process.</p>
TESTIMONIAL:	<p>Manager, Sales Delivery</p> <p>"We brought Michael into our business to improve our efficiencies in the cold calling arena. Across the whole 2 day workshop Michael created an environment of 'anything is possible' through his high energy and unique (unconventional?) approach and worked so well with the team in breaking down the barriers which had been holding us back when it comes to picking up the 'phone and making that first call. The results we achieved were amazing and surpassed even our most ambitious of original expectations. We continue to work with Michael and his team in refining our approach in other key sales process areas"</p>



“Mind changing and energising,
thank you”.

Daniel Lacy, AMP

“A very enlightening experience, I really valued the coaching and support of Michael Morgan. The course was valuable and taught me a lot, especially the awareness of my own limitations. I would value from more of this style of training”.

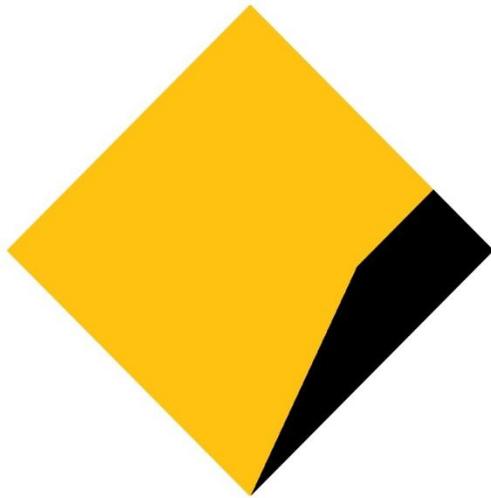
Renee Gerritsen, AMP



HILLROSS

“Exhilarated I can’t believe how simple and easy it was to apply the principles. I was so anxious about this and felt so scared arriving yesterday. By familiarising myself with the motivator and objections I was calm and methodical in my delivery, thanks very much”.

Rachael Brown, Hillross.



CommonwealthBank

“It was remarkable to see how effortless but powerful this program was, a focussed small introductory line with ground breaking results”.
Giang Nyguen, CBA

“It breaks out perceived difficult tasks into smaller easier steps, which then provides application by us demonstrating real life what we had learnt. Supported by easy access for questions or role plays to refine our new skills”.

Dean Brown, CBA



“Exceptional. Changed my whole fear / opinion about cold calling. Thank you”.

Francis Santiago, Westpac



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