

foreplay

telemarketing training
0845 057 3629

foreplay training day

09.00 – 09.30 COFFEE AND INTRODUCTIONS

09.30 – 10.00 TELEPHONE MARKETING AND A SENSE OF ENTITLEMENT

How do your own values and belief systems impact on your cold calling? Do you actually feel entitled to cold call prospects, or do you feel you're just bothering them? Do you feel it's really a bit beneath you?

What makes a competent communicator? How can you speak and listen 'persuasively'? Do men and women have different styles? How can you make your style work for you? How do you achieve and maintain control of the conversation without sounding 'salesy'?

10.00 – 10.30 HOW TO ORGANISE YOUR TIME AND OTHER PRACTICAL ISSUES

Where to work; uninterrupted flow; taking breaks; best calling times; voicemail – to leave a message or not to leave a message?; how to keep motivated; lead preparation; defining results; understanding the numbers game; accountability.

10.30 – 11.30 YOUR SCRIPT

The foreplay script is short, straightforward, ethical and amazingly effective. It's the basis for your success. Every sentence is important and we go through it line by line to explain how and why it works. Once you really get to grips with it you can be inventive – but you always need its framework within which you can 'play'.

We work with each participant to personalise the foreplay script, so it reflects the precise nature of your business.

11.30 – 11.50 COFFEE BREAK

11.50 - 13.15 PUTTING IT INTO PRACTICE

Now we go live, and put what we've learnt into practice. This is the most important part of the day. We ask you to bring your own leads and we kick off with foreplay making live cold calls on a speakerphone whilst you listen in.. Then, when you're ready and after some role play, you will start to make your own calls. This is a very inclusive process, no-one will feel exposed.

13.15 – 14.15 LUNCH – all together in a local restaurant (included in the course fee)

14.15 - 15.30 WE KEEP PRACTICING

We continue with live calls for a couple of hours and discuss all the issues and scenarios that will inevitably arise as we go along: how to handle 'gatekeepers'; how to use silence; maintaining respect for everyone you come into contact with; the delicate art of telling someone what to do rather than asking them; assumptive closing to achieve a meeting; not feeling like a supplicant;

During this time we keep a record of the 'numbers game' so you can become realistic in your expectations.

15.30 – 16.00 TEA BREAK

16.00 – 17.00 DEFINING RESULTS

Now we review 'results' and discuss how to define / categorise them. Discuss and agree when to follow up a first call with company information, and when not to.

How to follow up – making the second call once you have sent information after an initial conversation is a skill in itself

17.00 – 17.30 FINISH UP

Discussion and questions.